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22ND year

THE NEWSWEEKLY
OF RADIO AND TV

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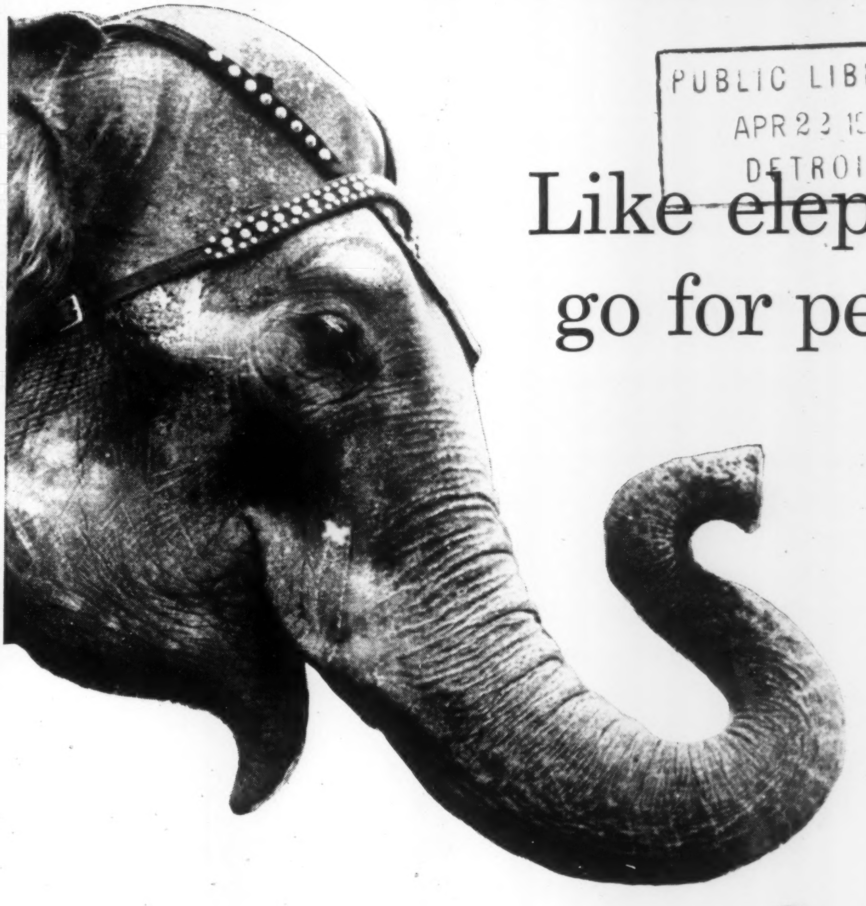

Like elephants
go for peanuts

Baltimore merchants go for WITH like elephants go for peanuts. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

Mr. HAROLD SAFFORD

We're somewhat proud – and we think justifiably so – of Harold Safford and his service to Midwest Radio . . .

He's been an important part of the WLS staff for 27 years. For 19 of those years he's been program director – a job for which he's eminently fitted both by training and experience.

He knows news – he has been managing editor of a metropolitan daily. He knows music – he conducted his own orchestra for several years. He knows announcing – he was master of ceremonies on the original "Show Boat" program on WLS and an announcer in the early days of the WLS National Barn Dance.

And he still keeps close contact with listeners with his "Around Radio" program that answers listeners' questions; informs them of new programs to come and opens the door to their criticism, suggestions and comments. Through this direct line to WLS listeners we learn their reactions and requirements . . . incorporating this knowledge into our program structure.

It's this combination of experience, knowledge and contact that enables WLS to build programs to fit listeners needs and interests and assures a continuing listener loyalty to WLS – a "priceless ingredient" to our advertisers and ourselves.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS

The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

it's big -
it's prosperous -
$1,533,373,000
effective yearly net buying income

the
WDEL-TV
Channel 12 • Wilmington, Del.
market

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000	*in retail sales*
230,641,000	*for food*
49,495,000	*for general merchandise*
53,164,000	*for furnishings and general household appliances*
170,890,000	*for automobiles*
26,525,000	*for drug items*

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys.*

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by
MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit®

LAST WEEK saw virtual snowstorm of endorsements decend upon White House in support of appointment of Rosel H. Hyde as FCC chairman. With no announcement from White House, question was raised whether educational television advocates, through President's brother, Dr. Milton S. Eisenhower, had engineered holdover of Democrat Paul A. Walker as chairman until his term expires June 30.

★ ★ ★

WHEN FCC lifts lid on compatible color (maybe by end of year) look for wild scramble (1) on part of manufacturers to be first on market with color TV receivers and (2) by networks to be first with color TV transmission on commercial basis. Big rub expected to be cost of color TV sets, with no indication yet what price will be. If price is in neighborhood of $600-$700, no great rush by public is expected. But if it's half that figure, then there could be boom. Informed sources speculate now price will be on high rather than low side.

★ ★ ★

ANOTHER EXAMPLE of ubiquity of Wisconsin GOP Sen. McCarthy demonstrated last Monday. Without notice he called FCC Chmn. Paul A. Walker and Eugene H. Merrill (now ex-commissioner) before his Government Operations Committee. If they had been present at FCC it would have been possible for Democratic majority to hold quick session and make educational vhf Ch. 10 grant in Milwaukee to vocational school applicant there. Implicit in this unusual event was report that if FCC had acted prior to swearing in of new Comr. John C. Doerfer (Wisconsin Republican) which occurred last Wednesday steps would have been taken to cite for contempt.

★ ★ ★

McCARTHY COMMITTEE which has crack investigator assigned to FCC, isn't confining its activities to Wisconsin. Reports were current last week that he's preparing to subpoena AM-TV station owner who formerly figured prominently in news, in connection with past political and other affiliations.

★ ★ ★

IT MAY WELL BE mid-May before FCC again considers Bartley plan to expedite hearings in one station TV markets. With staff raising objection that such procedure might slow down uhf development, Commission last week again futilely debated variations of Bartley plan. Because several Commissioners will attend NARTB Convention and Comr. E. M. Webster will be in Europe on official mission, May 13 consideration now is foreseen. Alternative proposal pending is for two parallel processing lines to be considered concurrently, one to handle markets with inadequate service and other to handle "white areas" having no service whatever.

★ ★ ★

HAVING LOST out before FCC in its effort to thwart new rules on remote control operation of AM stations, IBEW reportedly has carried its case to Congress. Indications last week that FCC may be blasted for not giving union oral argument, but FCC holds it had no legal right to argument. Literally hundreds of written comments were filed, pro and con.

★ ★ ★

NOW THAT remote control operation of radio transmitters has passed muster, attention shortly will be given to same relief in low-power small-market TV. Nearly all new TV equipment is automatic and time lost because of transmitter failures is practically nil—comparable to AM operation. Hence, one such station shortly will ask FCC for authority to operate transmitter remotely.

★ ★ ★

ACCORDING TO FCC analysis, just 18 complaints have been received from listeners over retirement of Drew Pearson, Washington commentator, from ABC Sunday night broadcast. Protest against beer and wine commercials, advertising blurbs, and horror crime programs far exceeded this figure.

★ ★ ★

LOOK FOR Senate Commerce Committee to hold hearings next month on bill (S 1396) by Sen. Edwin C. Johnson (D-Colo.) to permit baseball clubs to reinstitute radio and TV "blackout" rule [B•T, March 23]. Baseball's Rule 1 (d) was deleted in 1949 when Justice Dept. indicated it violated antitrust laws. Generally, rule prohibited broadcast of major league ball game within 75-mile radius of city where minor league "home" team might be playing—except with home team's permission.

★ ★ ★

WORK UNDERWAY on omnibus bill containing all deleted provisions of McFarland Bill, dropped by Senate-House conferees last year. Contemplated is one bill dealing with (1) Sec. 315 and political libel, (2) redefinition of subscription-type broadcasting, (3) ban on newspaper discrimination by FCC, (4) requirement that successful applicant purchase equipment from unsuccessful applicant, (5) giving to FCC authority to suspend licenses and impose fines for violations, and (6) prohibition for one year against practicing before FCC by Commissioners who resign before expiration of terms.

★ ★ ★

GEORGE KERN, previously with Geyer Inc. and before that with Benton & Bowles, N. Y., will join Lennen & Newell as head of radio-TV media department, as part of expansion taking place under Nick Keesley, vice president in charge of radio-TV. Bill Smith will continue as chief time buyer.

★ ★ ★

MANUFACTURERS wrestling with high power uhf are confronted with another problem aside from coverage characteristics. They must produce transmitters adaptable for color in uhf. This requires wider band transmission. With new incentive given color, laboratories are redoubling efforts.

IN THIS ISSUE

LEAD STORY

Impressed by demonstration of compatible color system, Congressmen are putting the heat on FCC to authorize new color standards. *Page 31.*

ADVERTISERS & AGENCIES

Seven big advertisers are buying network TV. *Page 33.*

Though late by previous timetables, agencies are beginning to work up summer replacement schedules. *Page 34.*

FILMS

New 3-D techniques in theatrical exhibition of movies may mean pre-3-D films will be released to TV. *Page 44.*

PROGRAM SERVICES

TV networks now pay ASCAP three times combined payments of radio networks. This fact is at core of network-ASCAP negotiations toward renewal of blanket licenses expiring at end of year. *Page 48.*

TRADE ASSOCIATIONS

New radio association formed to guarantee on-the-rate-card business. *Page 50.*

Advance registration for NARTB convention reaches 1,300. *Page 52.*

Inter-American Assn. of Broadcasters acts to protect broadcasters' rights and improve business ethics. *Page 54.*

Annual meeting of American Assn. of Advertising Agencies starts next Thursday. *Page 56.*

STATIONS

Station Representatives Assn. hopes to correct widespread misuse of NCS and SAMS reports of nationwide surveys of station audiences. *Page 58.*

Here's what happened to coverage when WHAS-TV Louisville boosted its power to the 315 kw maximum. *Page 62.*

GOVERNMENT

Creation of new vhf TV channel "4½" between Chs. 4 and 5 proposed to FCC as means of adding new stations in about two dozen of the most crowded TV areas. *Page 64.*

Pressure is building up to extend the period of reservation for non-commercial, educational TV. *Page 66.*

FEATURES

A preview of equipment and service exhibits at the NARTB convention begins on *Page 81.*

UPCOMING

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, N. Y.

April 23-24: NARTB TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 28-May 1: NARTB Convention, Biltmore Hotel, L. A.

(For other Upcomings, see page 133)

XUM

KPRC BIGGEST

In HOUSTON

KPRC and its 5,000 watts do a *bigger coverage* job than Station "B" at 50,000 watts

Proof

BIGGEST IN COVERAGE

Daytime

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**391,300**	**410,570**
Station **B**	382,130	372,050
Station **C**	313,580	270,430

Night-time

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**381,560**	**364,320**
Station **B**	357,980	331,400
Station **C**	301,380	242,220

Nielsen Coverage Service, 1952

While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.

FIRST in the South's First Market

and BEST!

In HOUSTON

KPRC and its 5,000 watts do a *better listener* job than Station "B"

Proof

Consistently FIRST for 27 years!

Firmly established in Houston's radio scene as the station consistently TOPS in performance, KPRC sets Houston's radio and TV standards. With more live programming than any other Houston radio station . . . with the finest news service and the largest news staff in Houston . . . with the most extensive audience promotion . . . KPRC continues to better its service.

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston's BEST COST-PER-THOUSAND BUY!

BEST IN RATINGS

KPRC is FIRST in more daytime quarter-hours than BOTH the second and third stations **combined** and leads BOTH in night-time half-hours (Jan.-Feb. 1953 Pulse).

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Night-time ½ Hours Monday thru Sunday
KPRC	**26**	**37**
Network Station B	10	35
Network Station C	4	7

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager

Nationally Represented by ***EDWARD PETRY & CO.***

Every Sale

Is a Big Sale!

KFMB-AM-TV Purchased for $3,150,000

San Diego transaction handled by Blackburn-Hamilton Company, station brokerage firm. New owners will be J. D. Wrather, Jr., and Helen M. Alvarez.

. . . When handled by Blackburn-Hamilton Company. Whether in the millions or thousands — each transaction receives the careful experienced handling that results in a completely satisfactory sale. Three well located offices staffed by thoroughly experienced personnel provide an exclusive and valuable national service to the broadcasting industry.

Sherman, Texas Station Sells for $25,000.

Negotiations have just been completed by the Blackburn-Hamilton Company, radio station brokers, for the sale of KTAN, Sherman, Texas. Station is being purchased from Charles Cain by Col. Howard L. Burris.

Negotiations

The experience of handling hundreds of transactions is particularly valuable to both buyer and seller during final negotiations in guiding a sale to a mutually agreeable conclusion. In the matter of tax problems, legal and transfer papers, the Blackburn-Hamilton Company cooperates fully with tax counsel and attorneys for both the Buyer and Seller.

Appraisals

Blackburn-Hamilton Company has made in-the-field appraisals of hundreds of radio and television properties, analyzing all key factors in the operation and market, for purposes such as sales, tax matters, estate settlement, insurance, financing, enlarging corporations. Our appraisals have formed the basis for important testimony in official proceedings.

Financing

Of vital service to the industry is the handling of sound financing requirements. Through the facilities of Blackburn-Hamilton Company, millions of dollars worth of financing has been produced for radio and television properties throughout the United States. Contact our nearest office for a confidential discussion.

BLACKBURN-HAMILTON COMPANY

Radio—Television—Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Building
Sterling 3-4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

at deadline

Color Promptly as Possible Sarnoff Tells Johnson

CALL for RCA to "keep up steam" to get color TV before public and pledge by Brig. Gen. David Sarnoff that nothing will keep RCA from making color TV available to public "as promptly as possible" was revealed last week with release of correspondence between Sen. Edwin C. Johnson (D-Colo.), considered responsible for current congressional color TV interest, and Gen. Sarnoff (see story page 31).

In April 9 letter to Gen. Sarnoff, Colorado senator advised that he had gotten very favorable report from Nicholas Zapple, communications specialist on Senate Commerce Committee staff. Sen. Johnson continued:

> **I am convinced that under your leadership and driving force, compatible color television will become a reality in spite of all obstacles. Many will throw rocks at you because of your determination and strong militant effort to give color television to the people now. Do not let them dismay you. Your cause is just and in the public interest. The people deserve the best. I have and will continue to render every assistance at my command so that this great advancement in the art of communications becomes available to the people.**
>
> **Your efforts in devising a compatible television system will long be remembered as a magnificent achievement of science. For reasons best known to themselves there may be those who may desire to drag their feet at this point. Please do not allow them to slow you down. You are on the right track. Please keep up the steam.**

Gen. Sarnoff answered two days later:

> **That you have chosen this moment to reaffirm your support for a compatible system of color television is a timely and helpful act on your part. I am certain it will help to speed the day when color television can be made available to the American public. All who have followed your active interest in this subject know that this has been and continues to be your objective—an objective which the RCA, the NBC, and I, fully share and are striving to achieve.**
>
> **You may feel assured that we will not be dismayed, that we will not slow down, and that no rocks thrown at us by anyone who may wish to delay color television can shatter our determination and purpose to make it available to the public as promptly as possible.**

House Group Okays $7.1 Million for FCC

TOTAL of $7.1 million for FCC recommended by House Appropriations Committee Friday—same as total set by Budget Director Joseph M. Dodge earlier this year [B•T, April 6]. But, House committee upped to $935,000 funds for TV processing—$200,000 more than asked for in budget submitted by President Truman and as revised by Eisenhower administration. House also increased to $809,000 funds for Safety & Special Radio Services processing—increase of $120,000 over Truman budget and of $210,000 over Eisenhower revision for this activity. President Truman originally asked for $8.3 million for FCC. The $7.1 million approved by House committee is $600,000 more than 1953 fiscal appropriation under which Commission is now operating.

Committee called on FCC to use specified funds for TV and Safety & Special Radio Services processing to reduce application backlogs in those services. It also urged Commission to divert any additional funds available for that purpose.

Commission had asked Budget Bureau for funds to use 324 people on broadcast matters, of which 143 were for TV new application processing. President Truman's budget cut this to 276.5 people, with 120 for TV. As revised by new Budget Bureau, total for broadcast activities was cut to 256.5, but number for TV was left at 120. As result of House committee specification of $935,000 for TV, number of employes working on TV processing will be increased, and other broadcast services decreased, but overall 256.5 persons for broadcast activities probably will be maintained.

WHAS-TV LANDS RACES

WHAS-TV Louisville quietly closed deal for telecasts of seven stakes races from Churchill Downs and film showing of 19 feature races while CBS-TV was seeking sponsor for Kentucky Derby [B•T, April 13]. Falls City Brewing Co., Louisville, contracted for group of outstanding races during spring meeting. Live telecasts include renowned Derby trial April 28, Kentucky Oaks, derby for fillies (May 1), Debutante Stakes for two-year-old fillies and Bashford Manor Stakes. Brewery also contracted for filming of daily feature race (including Derby) and delayed showing within hour after posttime.

Easing of Censorship Order Foreseen by ASNE Group

ABANDONMENT of Truman executive order of 1951, in which government news sources were subjected to censorship, is being considered by Eisenhower Administration, American Society of Newspaper Editors was told Saturday at closing day of Washington convention (early story page 54).

James S. Pope, *Louisville Courier-Journal* and *Times*, reported as chairman of Committee on Freedom of Information that Attorney General Brownell is working toward less secrecy and will be glad to meet with ASNE in working out method of protecting freedom of information while safeguarding matters of national security. Mr. Pope lauded work of 27 state and two regional committees in efforts to prevent information dictatorships.

Paul Block Jr., *Toledo Blade*, chairman of atomic information subcommittee, reported that curtain of secrecy around atomic energy program is obstructing scientific progress and civil defense.

Elected as directors Friday for three-year terms were Mr. Pope; Felix McKnight, *Dallas Morning News;* Turner Catledge, *New York Times;* Walker Stone, Scripps-Howard Newspapers. J. Donald Ferguson, *Milwaukee Journal*, elected to fill remaining year of term of Wright Bryan, *Atlanta Journal*, retiring ASNE president who becomes director ex officio.

• BUSINESS BRIEFLY

WILLYS ON CBS RADIO • Willys-Overland Motors Inc., Toledo, signs for weekly broadcasts of recorded music from major American and European music festivals over CBS Radio (Sun., 2:30-4 p.m. EDT) for 23 weeks, starting May 3 [B•T, April 13]. Agency: Ewell & Thurber Assoc., N. Y.

HIRES BUYS • Charles E. Hires Co., Philadelphia, preparing television spot announcement campaign starting April 27 and May 4 in nine bottling plant areas through N. W. Ayer & Son.

FLORISTS PROMOTE • Florist Telegraph Delivery Assn. to promote Mother's Day by two-day radio set announcement campaign May 7-8 in 30 markets. Agency: Grant Adv., N. Y.

SPRING CAMPAIGN • Drackett Co. (Drano and Windex), Cincinnati, planning annual radio spring campaign using women's participation programs in 30 markets. Agency: Young & Rubicam.

DOG POWDER CAMPAIGN • Eastco (Scratch-X dog powder), N. Y., through Ruthrauff & Ryan, N. Y., expected to start spot radio-TV campaign in seven markets May 10.

MAGAZINE ON CBS RADIO • *Coronet* magazine, through Grey Adv., N. Y., in last week of May will use CBS Radio stations only, to promote June issue, which will carry article on Arthur Godfrey.

PALM BEACH ADDS • Palm Beach Co., Cincinnati (men's suits), which previously signed to sponsor 5-6 p.m. EDT portion of DuMont's two-hour telecast of Palm Beach golf championship from Meadow Brook Club, Westbury, L. I., May 17, has extended contract to include 4-5 p.m. time period. Agency: Ruthrauff & Ryan, N. Y.

NBC Realignments In Madden's Wake

REALIGNMENT of operations formerly supervised by Edward D. Madden, NBC vice president and assistant to president, being announced today (Monday) by President Frank White, coincident with his announcement of Mr. Madden's resignation, effective May 1 ,(early story page 69).

Information department, under Kathryn Cole, will report to Syd Eiges, NBC vice president in charge of press, as will also Cornelius Sullivan, public relations representative in charge of arrangements for company functions. Continuity acceptance department, headed by Stockton Helfrich, will report to Thomas Ervin, vice president and general attorney. Mr. Madden supervised these operations as head of NBC's public relations.

Ziv Claims Record

ZIV TV Programs Inc. claimed Friday to have set "a new record for the industry" with sales of three series in 80 or more markets each (*Cisco Kid* in 85; *Favorite Story* in 81; *Boston Blackie* in 80).

IN SAN ANTONIO TELEVISION... ANY WAY YOU FIGGER IT - KEYL'S THE FUSTEST WITH THE MOSTEST!

MOST DAYTIME AUDIENCE*

KEYL has highest ratings in 170 out of 179 dayti
quarter hours.

MOST NIGHTTIME AUDIENC

KEYL nighttime average audience is highest
nights out of 7 every week.

MOST LOCAL ADVERTISERS

Advertisers who KNOW this market

MOST NATIONAL ADVERTISE

Ask any Katz Representative.

MOST NETWORKS

KEYL has ABC - CBS - Dumont.

MOST TELECAST HOURS

Serving San Antonio with 55% more Televisi
broadcasting

MOST PROGRAMS

First to sign on 7 days a week; last to sign off
days a week.

MOST PROMOTIONS & MERCHANDISING

Newspaper, direct mail, point-of-purchase, window displays, taxiposters.

*Feb. Pulse

San Antonio's

KEYL

Channel 5

ABC
CBS
DUMONT

A STORER STATION

You can check these facts for yourself too . . . just call any Katz Representative, or TWX SA 100.

Represented by Katz ★ Natl. Sales Reps.
Tom Harker, V.P., Natl. Sales Director
488 Madison Avenue, New York City

at deadline

Wheeling Merger, New TV Bid, Other FCC Activity

MERGER of competing vhf Ch. 7 applicants at Wheeling, W. Va., and new TV bid for Cincinnati uhf Ch. 54 reported filed by FCC Friday. Merger proposal:

Wheeling, W. Va.—WKWK-TV Corp. (News Pub. Co. and John B. Reynolds) drops bid for vhf Ch. 7, clearing Tri-City Bcstg. Co. (WFTR Bellaire, Ohio) application. Tri-City agrees to sell News Pub. Co. 34% for $30,154. News Pub. will sell Mr. Reynolds 4% for $3,547.

New TV application:

Cincinnati, Ohio—Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners) requests uhf Ch. 54 with effective radiated power of 89 kw visual and 50.5 kw aural; antenna height above average terrain 344 ft. Mr. Rounsaville, who recently bought WCIN Cincinnati [B•T, April 13], dismissed individual application for Ch. 54 in late March.

Granted power changes and STAs:

WAKR-TV Akron, Ohio—Granted boost in ERP from 145 kw visual and 73 kw aural to 180 kw visual and 91 kw aural. Uhf Ch. 49.

WLEV-TV Easton, Pa.—Issued special temporary authority for commercial operation on uhf Ch. 51, effective April 13-June 29.

WCOS-TV Columbia, S. C.—Issued STA for commercial operation on uhf Ch. 25, effective April 13-Sept. 15.

KQTV (TV)—Ft. Dodge, Iowa—Granted change of ERP from 23 kw visual and 12.5 kw aural to 18 kw visual and 9.6 kw aural. Uhf Ch. 21.

WBKZ-TV Battle Creek, Mich. — Granted change of ERP from 123 kw visual and 66.4 kw aural to 110 kw visual and 62 kw aural. Uhf Ch. 64.

WFTV (TV) Duluth, Minn.—Granted change of ERP from 17 kw visual and 9.6 kw aural to 14.5 kw visual and 7.8 kw aural. Uhf Ch. 38.

WEBC Request Opposed

Request of WEBC Duluth for amendment of its vhf Ch. 3 TV application to request vhf Ch. 6 is opposed in answer filed Friday by Acting Chief of FCC Broadcast Bureau. He contends WEBC's amendment would constitute "new" application and is too late to be consolidated in Ch. 6 hearing with bid of Ridson Inc. (WDSM) Superior. Ridson has asked expedited grant of Ch. 6 in "merger" plan with competitor Lakehead Telecasters Inc. (WREX Duluth). Latter asks dismissal [B•T, April 6, March 30].

Tampa Proposed Findings Filed

Decision in vhf TV Ch. 8 Tampa-St. Petersburg hearing is step closer with filing Friday of proposed findings by contestants in proceeding: WTSP St. Petersburg, WFLA Tampa and Tampa Bay Area Telecasting Corp.

Urges Dismissal of Steubenville Bid

WSTV Steubenville, Ohio, TV applicant since 1948 and seeking vhf Ch. 9 at Wheeling-Steubenville, asked FCC Friday to dismiss as defective newly-filed competing bid of John R. Osborne for Ch. 9 at Steubenville. Storer Broadcasting Co. gave up its Ch. 9 bid there fortnight ago upon purchase of WBRC-AM-TV Birmingham [B•T, March 30].

FM Application Filed

WLIL Lenoir, Tenn., filed for new FM station on Ch. 245 (96.9 mc) with ERP 9 kw. Five FM authorizations were deleted by FCC earlier in week (story page 68).

WSB-TV AIDS CRACKERS

DRIVE to sell tickets for Atlanta Crackers baseball games, waged by WSB-TV Atlanta, newspapers and Junior Chamber of Commerce, resulted in sale of 20,000 books of four tickets each, or 80,000 tickets netting $100,000. Southern Assn. baseball starts on WSB-TV for the first time since 1951, with commentary by Spurgeon Chandler, former Yankee pitcher and now WSB-TV sports director. All Sunday, Monday and Wednesday home games will be telecast.

Subscription TV Urged As Answer for Educators

PROPOSAL that educators seek modification of non-commercial, educational TV channel reservations to permit subscription telecasting was made by Erik Isgrig, director of advertising, Zenith Radio Corp. (which wants FCC to approve its Phonevision subscription system), in speech to have been given yesterday (Sunday). Mr. Isgrig was scheduled to tell Ohio State U. Institute for Education by Radio-Television that unless subscription TV is authorized for them, most educational stations may become financial liabilities.

At Friday session of Institute (see earlier story page 78), Mrs. Fred Risser, Madison, Wis., vice president of Wisconsin Assn. for Better Radio & TV, told how organized listener groups could keep educational reservations on ice until money is available for occupancy. She described formation of Wisconsin Citizen's Committee for Educational Television, of which she is secretary, composed of 16 statewide and 115 local organizations. Purpose of this committee is to arouse public opinion in support of reservations.

Cooperation between commercial broadcasters and educators was urged by Catherine Fox, director of special broadcast services for WLW Cincinnati, as solution to educational TV. William Hodapp, director of Teleprograms Inc. and producer of *American Inventory* on NBC, said commercial broadcasters had proved sympathetic to public affairs telecasting and that educators would do well to enlist professional television assistance.

FCC Chairman Paul A. Walker was to address Saturday night dinner session on role of federal regulation of broadcasting in American democracy. In text issued Friday, FCC Chairman dug up 1946 *Blue Book* on public interest responsibilities of broadcast licensees, reviewed progress in Commission policy and cited effects on industry and programming. He termed network regulations as one of most important milestones in fostering competition.

FAST TV HEARING

VIRTUAL record for comparative TV hearing is being set in Fort Wayne, Ind., uhf Ch. 69 case between contestants WANE there and Anthony Wayne Broadcasting, first proceeding under new hearing rules designed to expedite hearings. Case began Monday and was completed Friday except for added engineering issues. Only half-day session will be required to complete, it is estimated. Many Washington attorneys observed proceeding, indicated hope other new cases can be shortened under revised rules. Previous shortest TV case was Portland, Ore., uhf Ch. 21 which took 11 days [B•T, March 16]. Longest thus far is Wichita vhf Ch. 3, some 59 days and virtually completed.

PEOPLE

WILLIAM E. ROBINSON election as member of Board of Directors of Radio Corporation of America was announced today by Brig. Gen. David Sarnoff, chairman of Board. Mr. Robinson is executive vice president and member of board of *Herald Tribune*. From 1936 until 1945 he had been advertising director of the *Herald Tribune*. Mr. Robinson is one of President Eisenhower's regular golf partners.

ARTHUR MENADIER, BBDO, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as vice president and account supervisor.

JOHN K. WEST elected member of board of directors of NBC. He is vice president in charge of West Coast Operations. Prior to 1950 he was vice president in charge of public relations of RCA Victor Division.

ARCH B. RAGAN, radio-TV director of Burke, Dowling & Adams Adv., Atlanta, appointed manager of Atlanta office of Paul H. Raymer Co., radio and TV station representatives.

STEWART RIORDAN, former public relations director, CBS-WBBM-AM-TV Chicago, to sales department of ABC Central Division radio net-

MALCOLM B. THOMPSON, producer with U. S. Army photo center and formerly commercial artist, to Transfilm Inc., N. Y., as production supervisor.

REV. CLAYTON T. GRISWOLD, REV. W. BURTON MARTIN and **REV. GARRIDO ALDAMA,** affiliated with Broadcasting and Film Commission of National Council of Churches of Christ in USA, will attend international meeting on religious broadcasting and television in Bosey, Switzerland, Friday through Sunday.

BOB BALDRICA named publicity director for WXYZ-AM-TV, ABC owned stations in Detroit, James G. Riddell, president of WXYZ Inc., announced Friday. Mr. Baldrica, recently returned from military service, was for two years in charge of public information for 10th Infantry Div., Fort Riley, Kan.

JAMES R. ENGLISH, A. C. Nielsen Co., to Young & Rubicam research department, N. Y., in charge of radio-TV research.

NARTB TV Operation Article

SUPPLEMENT to NARTB Engineering Handbook containing 12-page article on maintenance of TV equipment published by NARTB Engineering Dept. Article was prepared by Neal McNaughten, NARTB engineering manager, on basis of operational experiences of stations. Catalog of SMPTE test films was included.

Educational Meet May 4

ONE-DAY national meeting on educational TV set May 4 in Washington, it was announced by co-sponsors, National Citizens Committee for Educational TV and Joint Committee on Educational TV. Equipment and fund raising slated topics. FCC members invited.

HIGHEST RATED AD APPEAL SPORTSCAST

BOB
TURNER
11:10 P.M.
6 DAYS

SPORTS

The news flashes, crisp commentary and intimate background of Bob Turner's 10 year old Sportscast are tuned in by an amazingly-vast audience.

The fertility of this 16-county primary field of WHAM-land has long been proved to spot advertisers who want top results at a low per thousand listener cost. They like the acceptance of their sales messages and the steady rise in sales volume.

WHAM now can sell you this "Best Buy" program reaching nearly half a million radio families and tapping a $2 billion market.

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
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NOW YOU CAN COVER ALMOST

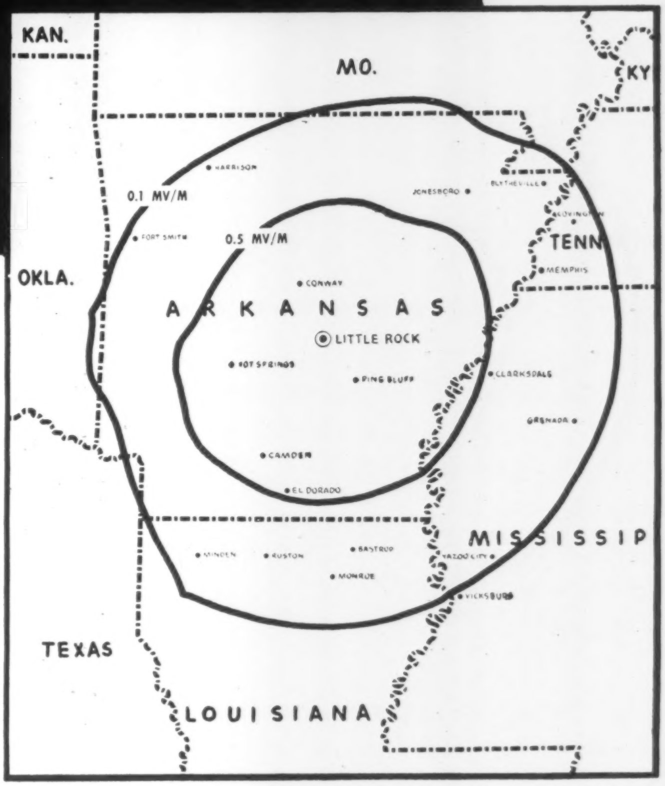
ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)


KAN.
MO.
KY
OKLA.
TENN
0.1 MV/M
0.5 MV/M
HARRISON
JONESBORO
BLYTHEVILLE
COVINGTON
FORT SMITH
MEMPHIS
CONWAY
ARKANSAS
LITTLE ROCK
HOT SPRINGS
PINE BLUFF
CLARKSDALE
GRENADA
CAMDEN
EL DORADO
MISSISSIP
MINDEN
RUSTON
BASTROP
YAZOO CITY
MONROE
VICKSBURG
TEXAS
LOUISIANA

- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Wherever you

Go there's

Radio

● Roller derbies? Say! You're in a year-round RADIO derby when WGR starts delivering your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: Arthur Godfrey, Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby . . . all of Columbia's headliners draw SRO audiences in WGR's rich market.

**CBS
Radio
Network**

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

IN REVIEW

ABC PLAYHOUSE

ABC radio, Thursdays, 9-9:30 p.m. EST.
Executive Producer: Leonard Blair
Host for Series: Cesar Romero
First Program: "The Hunted," starring Robert Cummings
Based on original magazine story by Maurice Budin Jr.
Adapted by Milton Geiger
Producer for first program only: Desilu Playhouse
Director for Desilu: Warren Lewis.

IN LARGE newspaper display ads, ABC invited listeners to tune in on last Thursday's premiere of the *ABC Playhouse*, which was described as "an extraordinary new radio series that brings you an entirely new show each week . . . new stories . . . new stars . . . new excitement . . . in fact, a whole new approach to radio entertainment."

What was this "whole new approach to radio entertainment," this wonderful thing that was heretofore missing from the airwaves? Guess what. A murder mystery.

Without the excessive advance promotion, "The Hunted," inaugural drama on the new series, might have been taken as a fair-to-middling mystery drama. But to anyone who read the ads, or even heard the introductory remarks of Cesar Romero, host of the program, who described the drama as "an experience in prevision," what followed was a distinct letdown.

It's Cooler Inside

Summarizing mystery plots is neither easy nor particularly profitable, so we'll just say that this one is told in the first person by a man who goes into a movie at noon of a hot d mainly to cool off. In the lobby, while w ing for the new show to start, he sees a r with a paunch and a white scarf, apparentl asleep, but who wakens suddenly when frightened girl comes in.

Our hero, persuading the girl he is a friend, flees with her, while the paunchy man pursues, with enough footsteps to keep three sound effects men fully occupied. A series of mishaps acceptable as possible only under the peculi logic of mystery stories, finds him accused of murder.

Further flight lands him in the garden of an estate where a second murder has been committed. Here he meets the paunchy man, who swiftly confesses to all crimes, including that of making the girl believe she was a kleptomaniac so that the thefts could be blamed on her—honest, that's how it was—and the scene fades out with the paunchy man strangling the hero with his white scarf.

What Hapened?

Music up and out and the hero awakens in the theatre lobby as the usher tells him the feature is about to begin. Across the lobby the paunchy man sits sleeping. Enter the girl. She and the hero go into the show, the "paunchy man with a white scarf loosely draped around his neck" close behind them. End of drama.

Robert Cummings, as the hero-narrator, read his lines correctly, but did nothing to distinguish either himself or the part. The rest of the cast were also adequate, which is perhaps all that could be expected under the circumstances. Desilu Productions, which produced the transcribed program, will still be best known for *I Love Lucy*.

Perhaps *ABC Playhouse* will improve with the second broadcast, which Mr. Romero announced as a comedy, *My Husband, Mr. Forsythe*, in which he will play the title role.

Until then, let's just say that the highly touted *ABC Playhouse* got off to an inauspicious start.

JANE FROMAN SHOW

CBS-TV, Tuesdays & Thursdays, 7:45-8 p.m. EST.
Sponsors: General Electric Co. through BBDO (Thursdays); Revlon Products through Wm. H. Weintraub & Co. (Tuesdays).
Creator: Irving Mansfield.
Producer-Director: Bryon Paul.
Choreographer: Peter Birch.
Music: Hank Sylvern.
Star: Jane Froman.
Continuity: Howard Teichman.
Special Material: Jimmy Shirl, Irvin Graham, Ervin Drake.

MUSICAL programs, relying heavily on the ability of a single vocalist, can be easy to look at as well as pleasant to hear if production people involved know their television. The temptation just to let a competent singer sing is one that will probably always entice a director. But in TV it is not enough. Activity is as essential to a singer's show as it is to any other type of TV program. The *Jane Froman Show* is a treat for the viewer interested in seeing a smooth production and hearing music played and sung as it was written.

Miss Froman, whose distinctive voice is immediately recognizable to legitimate theatre and radio audiences, is a TV natural. She has the warmth and personal charm that television demands of a performer. And her director has not succumbed to the temptation of letting her voice carry the show. She is as enjoyable to watch as she is to hear. There's more music than chatter on the *Jane Froman Show*. Since Miss Froman has such an effortless and natural way with a song there can be no complaint on that score.

Solid Support

Supporting elements in general are up to the level of the star's performance. There is a small dance group that lends a revue touch to the program. Guest stars are used intermittently.

If successful TV fare can be judged by a program's ability to attract sponsors, add a feather to the *Jane Froman Show* cap. The program was telecast initially Oct. 18, 1952, as a sustainer. After the first performance, it was switched to Tuesday night and shortly thereafter to its present twice-weekly schedule. General Electric Co. and Revlon Products alternate in presenting the telecast. When variety in a show such as this has direction, good orchestration, continuity that keeps things moving in between songs and, of course, Jane Froman, the outcome is good TV entertainment.

* * *

BOOKS

RFD BY GEORGE B., by George B. German. Record Printing Co., Sioux City, Iowa. 110 pp. $1.

SELECTIONS of material gathered from interviewed during 11 years of travel with a tape recorder in the rural districts of Minnesota, North and South Dakota, Nebraska and Iowa as WNAX Yankton's "Inquiring Farm Reporter" are offered in this book of original stories, anecdotes and poems. Mr. Means originally taped the interviews for his daily *RFD With George B.* on WNAX at 12:50 p.m., Monday-through-Friday.

Obviously OUTSTANDING . . .

One WMBD spot Sold a $3,500 truck!

Robert Thornell (above) Peoria Branch Manager of International Motor Trucks, used WMBD spots exclusively in a radio campaign to close out his 1952 trucks.

Fielding Byars, Purchasing Agent for a local lithographing firm, needed a truck . . . heard just ONE International spot on WMBD.

Result: One Quick Sale!

Mr. Thornell says he knows of more than one sale resulting from the campaign, but this particular truck was sold by just ONE SPOT ANNOUNCEMENT. He writes that "the campaign was very successful, and . . . you have shown what can be accomplished with your medium and we are backing our statement with another radio schedule on WMBD immediately."

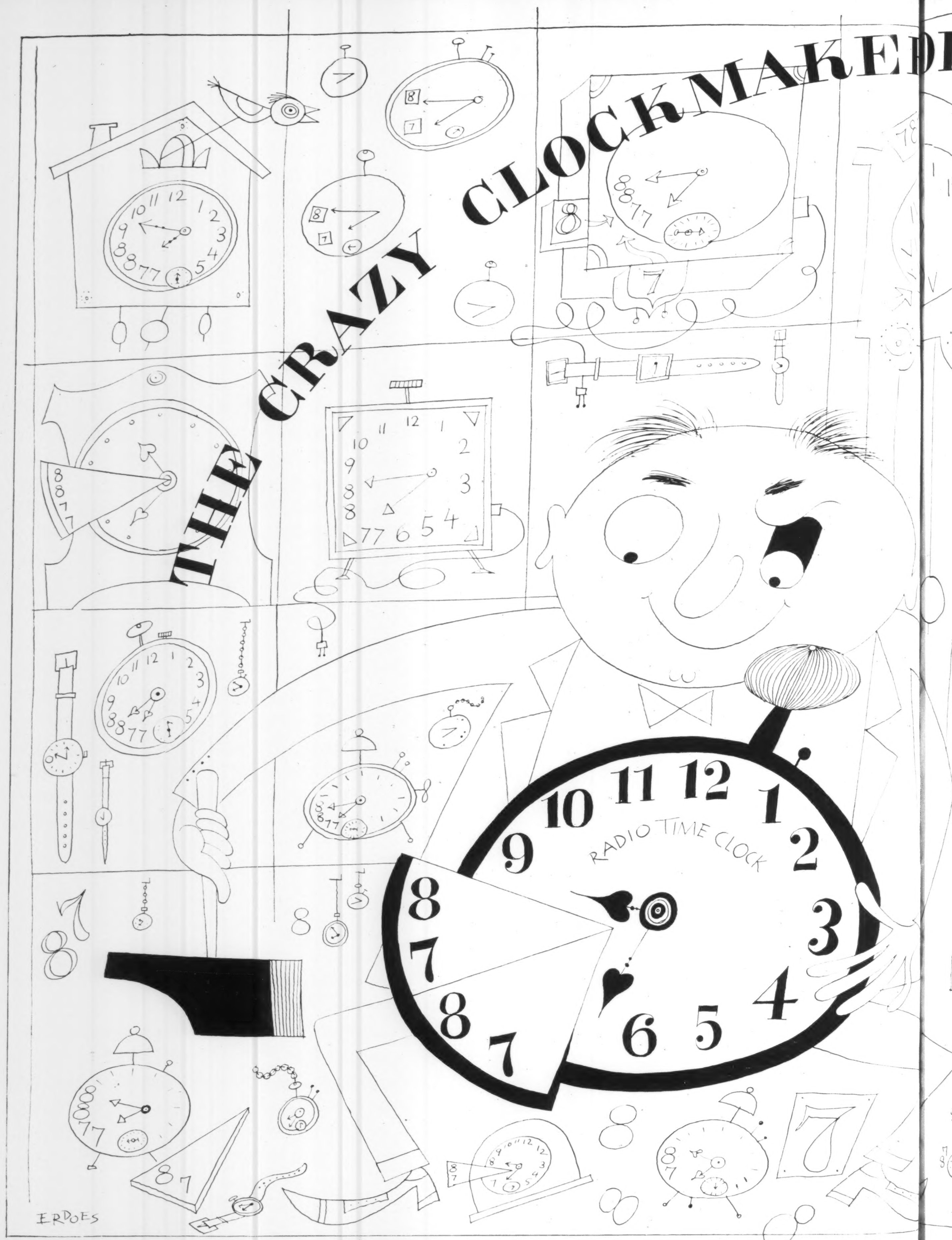
To SELL the Heart of Illinois, BUY WMBD!

See Free & Peters

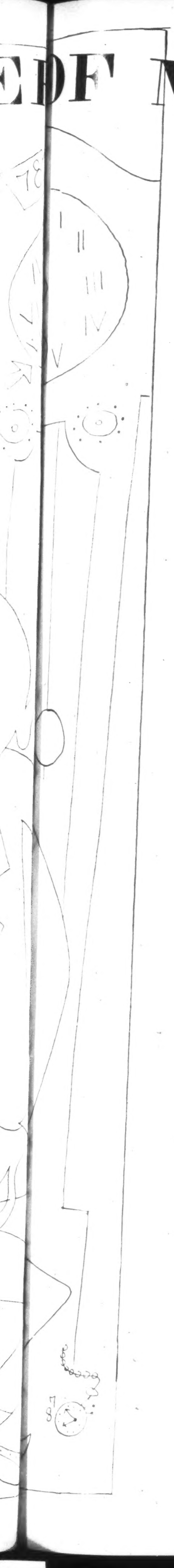
AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

THE CRAZY CLOCKMAKE


RADIO TIME CLOCK
ERDOES

XUM



OF MADISON AVENUE

or,
how to
make
time

Hear about that Madison Avenue clock-maker who blew his brains out the other day?

Used to do a lot of business with agency people, and from listening to their gripes, got an idea that figured to make a mint: a clock that would have *two* 7 to 8 am periods every day. Would be a cinch to sell to radio stations, advertisers and agencies. (E-v-e-r-y-b-o-d-y-'-s looking for more 7 to 8 am radio time.) Then he came across that Katz report on radio listening in 18 TV markets—and grabbed the gun.

It's early morning—evenings and week-ends, too

The special analysis Pulse made for us double-checks the high opinion advertisers have of that 7 to 8 am radio hour. (Reach the whole family . . . get the men before they've gone to work.) But it also shows that there are a lot of evening and week-end hours that are as good as — and better than — that early morning radio time:

> ITEM: *Every day of the week, there are more men listening (during the average quarter-hour) between 7 and 11 pm than between 7 and 8 am. (That's 112 good quarter-hours.)*
>
> ITEM: *On the average, there are a third more* total *listeners from 6 to 10 pm than in the entire daytime span from 7 am to 6 pm. (That's an eye-opener, too.)*

How did we learn these facts? Because we finally figured out what audience composition and sets-in-use data were trying to say.

It takes both to count listeners.

You see, "sets-in-use" is based on *all radio homes.* "Audience composition" is based only on *listening homes.* (The distinction is important.) You've got to combine the two to get the total number of listeners at any given period. For example:

> *Audience composition figures show 68 men (per 100 listening homes) at 6 am, and only 38 men at 5 pm.*
>
> *Think you get more men at 6 am?*
>
> *No! Sets-in-use at 5 o'clock are more than double the 6 am figure (22.4 vs. 9.2). When you combine sets-in-use with audience composition, you uncover the fact that there are actually 35% more men listeners in the 5 pm period.*

If you can't join 'em—beat 'em

If you're getting tired of waiting to join the advertisers in those few, highly-sought-after early morning periods, this Katz report will show you how to beat 'em—get even better time. For the study identifies the evening radio hours and the week-end radio hours which win more listeners than the 7 to 8 am time.

The full report is available on request from The Katz Agency, Inc. Send for your copy now, while the supply lasts, to find the time for more profitable Spot Radio advertising.

THE KATZ AGENCY, INC.
National Advertising Representatives
488 Madison Avenue, New York 22, N. Y.
NEW YORK • CHICAGO • LOS ANGELES • ATLANTA
SAN FRANCISCO • DALLAS • KANSAS CITY • DETROIT

another Hooper in Chattanooga—another smashing record of morning leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM

Clyde Rapp

on all accounts

WHEN Clyde Rapp took over at Foote, Cone & Belding last month in Chicago as supervisor of the Armour & Co. account, he had behind him more than 20 years of experience in uses of the various media both from the advertiser's and the agency's viewpoints.

That Mr. Rapp's lengthy career has had and will have more than passing acquaintance with the broadcast media is evident in the account he takes over as well as the job he left. Mr. Rapp, in assuming the Armour account for FC&B, will oversee use of all media, including Armour participation on Clint Youle's WNBQ (TV) *Weatherman* show, Dave Garroway's early morning *Today* (NBC-TV) and local radio-TV shows.

A look at Mr. Rapp's past accomplishments in the advertising trade might indicate something of what may be expected at FC&B, to which he comes after 3½ years as advertising manager and sales promotion director of the Theo. Hamm Brewing Co., St. Paul.

With Campbell-Mithun Inc., Minneapolis, as agency for Hamm, Mr. Rapp saw the brewing firm outgrow a $12 million expansion program and begin construction on a $4 million plant addition. Radio and TV are the basis of each market-by-market advertising program which Hamm has inaugurated.

The Hamm's advertising program presents news and sports on radio and TV, and sometimes drama on TV, in 32 local markets and regionally with a participation on Edward R. Murrow's CBS Radio newscast.

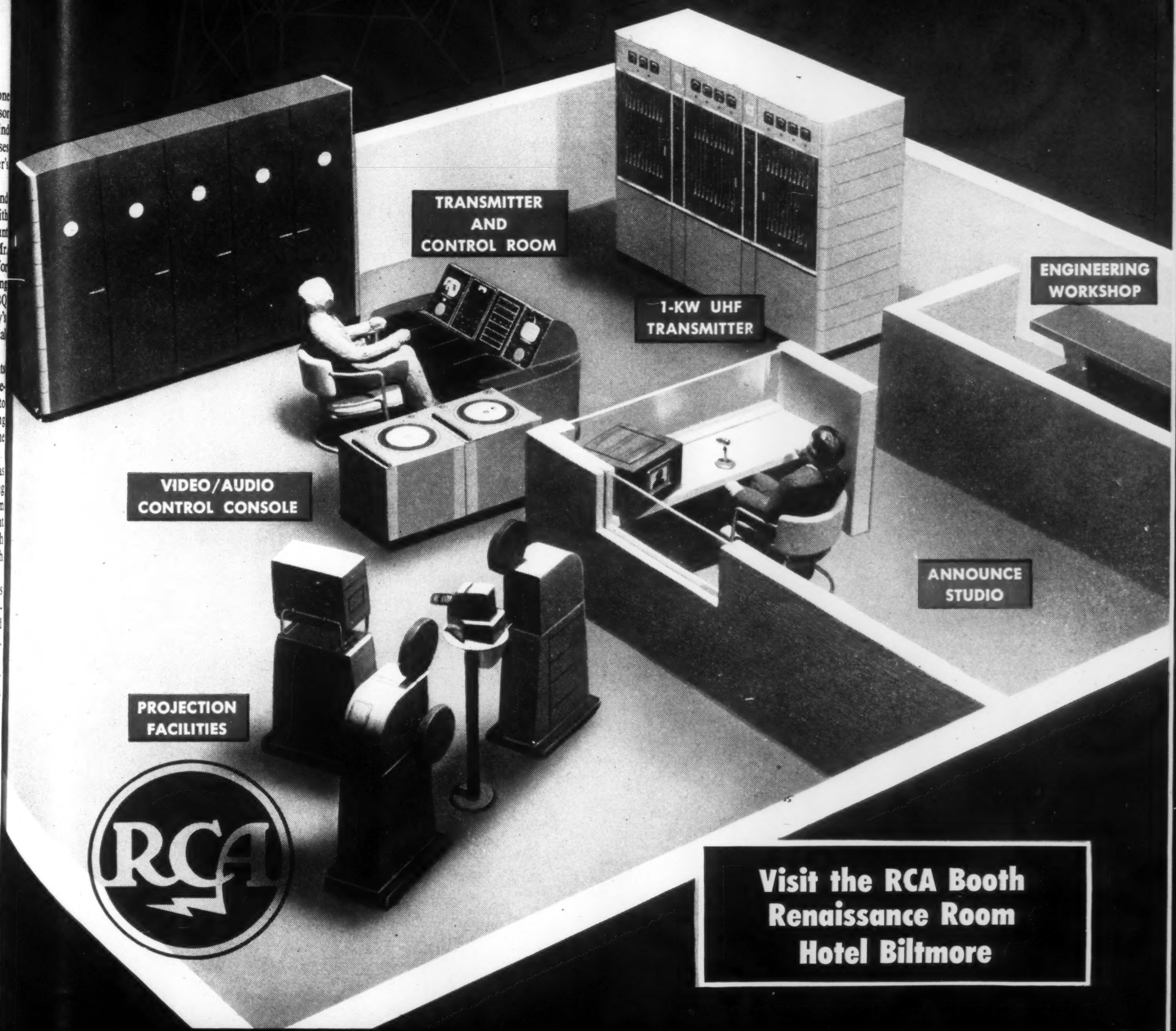
At Hamm's, Mr. Rapp administered a combination radio-television budget of about a million dollars, divided almost equally, with "a slight edge to TV." The brewery's distribution area includes about 30 states, not including New England and parts of the East.

Under Mr. Rapp's tenure, Hamm's recently signed for co-sponsorship of the Chicago White Sox and Cubs daytime games exclusively on WGN-TV, after a highly successful season there in 1952, when the same feature on that station in participation with Liggett & Myers Tobacco Co., saw the brewery's sales rise 400% in that city. Fall business also remained high when Hamm's used a live sports show on WGN-TV and professional football highlights on WENR-TV.

Mr. Rapp joined Procter & Gamble in 1930. Later, with J. Walter Thompson Co., both in Chicago and New York, he was an account executive for Seven-Up Bottling Co., Swift & Co. and Libby, McNeill & Libby, and, among others, Kraft Foods and the Parker Pen Co.

XUM

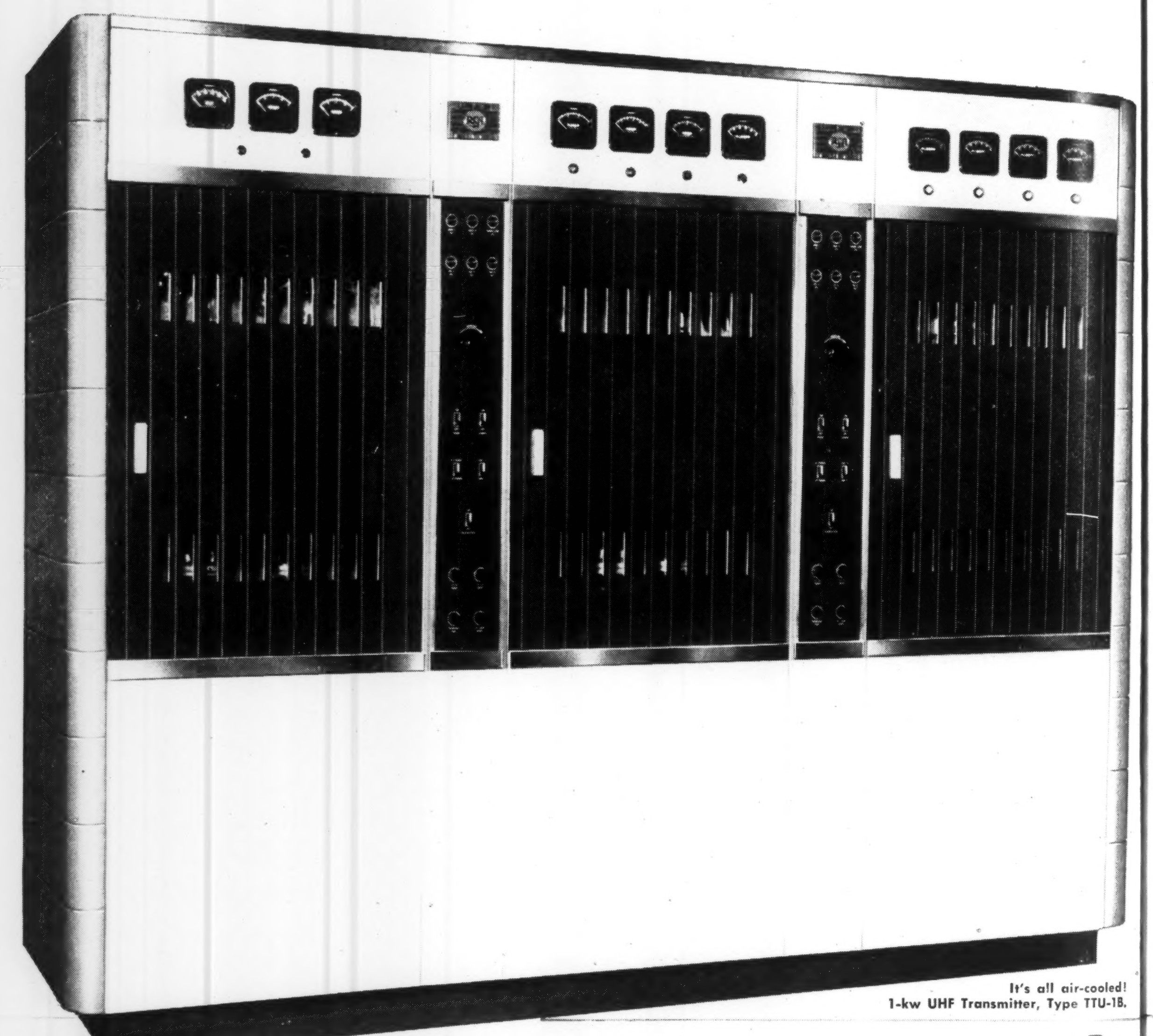
See RCA's UHF-TV Exhibit at the NARTB



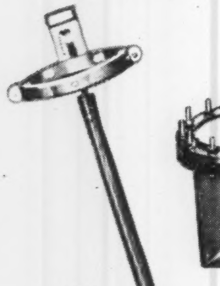
TRANSMITTER AND CONTROL ROOM
1-KW UHF TRANSMITTER
ENGINEERING WORKSHOP
VIDEO/AUDIO CONTROL CONSOLE
ANNOUNCE STUDIO
PROJECTION FACILITIES
RCA

Visit the RCA Booth
Renaissance Room
Hotel Biltmore

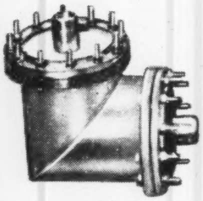
See RCA's "Package" fo



It's all air-cooled!
1-kw UHF Transmitter, Type TTU-1B.

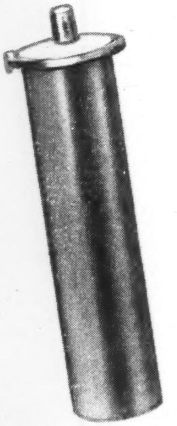


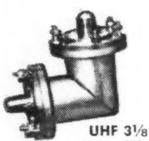
UHF
Spring Hanger



UHF 6⅛″
Mitre Elbow

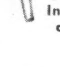
UHF 6⅛″
Transmission Line



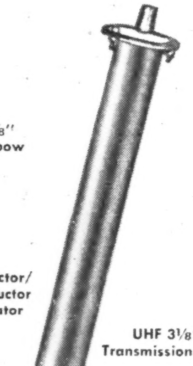


UHF 3⅛″
Mitre Elbow

UHF Connector/
Inner Conductor
and Insulator

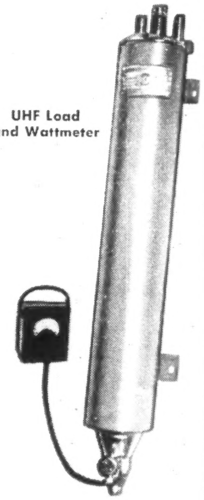


UHF 3⅛″
Gas Stop



UHF 3⅛″
Transmission Line

UHF Load
and Wattmeter



for UHF

at the NARTB

RENAISSANCE ROOM — HOTEL BILTMORE

For the convenience of the broadcasters and station consultants at the NARTB, RCA has shipped a complete 1-kw UHF station across the continent.

The set-up includes everything a station needs to put a UHF signal on the air: a 1-kw UHF transmitter, a UHF Pylon antenna, complete control-room equipment, film projection facilities, cameras, microphones, turntables, and all technical accessories.

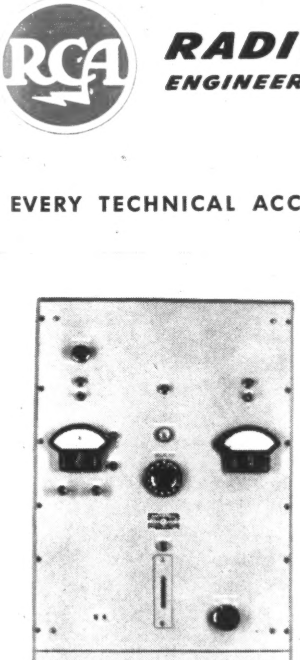
Take advantage of this unusual opportunity to see the type of layout now operating in the nation's leading UHF stations—like KPTV, WFPG-TV, WSBT-TV, WSBA-TV, WBRE-TV, WKBN-TV, WJTV, WKST-TV, WFMJ-TV, WROV-TV, WKNB-TV, and WHP-TV. And make sure you see all the other RCA equipment—like the RCA 10-kw transmitter for VHF, RCA's Tape Recorder, RCA's Audio equipment, RCA's new 5-kw AM transmitter, to mention just a few.

Come in and operate the equipment yourself. Plan and work out TV layouts with RCA's miniature models. Talk over your plans with your RCA Broadcast Sales Representative—and ask all the questions you want.

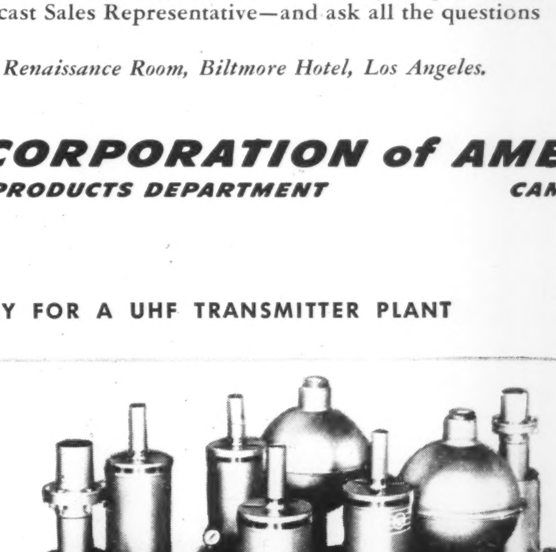
The place: The Renaissance Room, Biltmore Hotel, Los Angeles.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

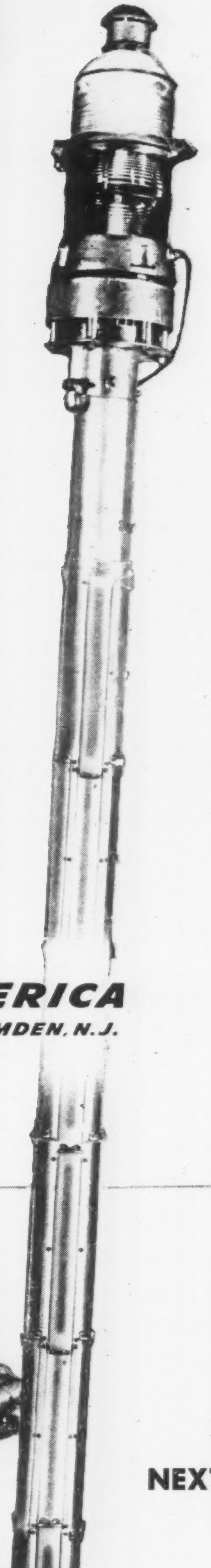
EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT



UHF Frequency and Modulation Monitors



UHF Vestigial Sideband Filter and Notch Diplexer (Filterplexer)



RCA's high-gain UHF Pylon. The most economical way known to produce high ERP.

SEE NEXT PAGE

Put the 3rd dimension into UHF/VHF station planning—

PROPS AND SCENERY
ENGINEERING WORKSHOP
HEATING VENTILATING
TRANSMITTER CONTROL ROOM

Ask about these plans at the RCA Exhibit Renaissance Room Hotel Biltmore

—with RCA *exact scale* MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms

40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipments—transmitter consoles—power equipment, etc.

For studio and control rooms

22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.

RCA
TELEVISION STUDIO AND MODELS
CONTROL ROOM EQUIPMENT
RCA
TELEVIS
R ROOM

For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT ***CAMDEN, N.J.***

ABO
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other
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OPEN MIKE

ABC's in Demand

EDITOR:

We were glad to see that Mr. Gillingham's excellent "ABC's of Radio and Television" will be represented in booklet form. It will be most useful for advertisers, agencies, stations and students, alike. This booklet is another example of BROADCASTING • TELECASTING's always excellent service to the broadcasting industry.

May we have a dozen copies as soon as they are ready. Please bill us.

Peter W. Swanson, Jr.
Horton-Noyes Co.
Providence, R. I.

EDITOR:

The article "ABC's of Radio & Television" which you ran in the March 30 issue of your publication certainly deserves a word of praise from everybody within the industry. I would like to be among those who offer a pat on the back for a job well done in its over-all aspects.

However, I would also like to register a complaint because of the complete absence of mention made of WEW, the second station on the air in America, and the first station West of the Mississippi. . .

Geo. A. Volz
General Manager
WEW St. Louis, Mo.

Prevalence of PI

EDITOR:

Recently one of our clients received a mail order offer from a prominent midwestern advertising agency offering to provide them with a complete PI Radio Advertising Plan plus a confidential list of approximately 400 radio stations, large and small, throughout the country who will accept this per inquiry advertising.

Is it possible that there are as many as 400 radio stations that will accept this type of advertising? What is the attitude of the radio industry regarding it? Does it look upon it with favor or is it trying to discourage it?

Frank C. Murphy
Vice President & Media Director
Geare-Martson Advertising
Philadelphia

[EDITOR'S NOTE: Though the NARTB and most thoughtful broadcasters frown upon PI advertising, there are some (B•T does not know how many) stations which will accept it.]

Score an Error

EDITOR:

Your baseball article [B•T, April 6] contained some erroneous facts concerning the Milwaukee Braves' AM coverage. . . .

The fact is: WEMP—and *not* WTMJ, or even WTMJ-WEMP jointly—will originate the games. . . .

The truth of the matter is: Earl Gillespie, who heads the WEMP sports staff, will do the play-by-play, assisted by a WTMJ announcer for color. WEMP, and sports announcer Gillespie, aired the Milwaukee Brewers games for 13 years. They will feed the games to a three-state regional network of 10 or 15 stations. WTMJ is one of the supplemental stations. . . .

Sterling B. Beeson,
Vice President
Headley-Reed Co.
New York

to cash in on the $730,000,000
Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION	**671,178**
TOTAL FAMILIES	**186,235**
RETAIL SALES	**$407,643,000**
FOOD SALES	**$ 86,621,000**
GENERAL MERCHANDISE SALES	**$ 57,711,000**
FURNITURE & HOUSEHOLD GOODS SALES	**$ 22,968,000**
EFFECTIVE BUYING INCOME	**$730,771,000**

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.

0.5 MV/M
CHARLESTON

ON WKNA

coming soon . . .
WKNA-TV!

WKNA is also sold as part of West Virginia's

WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

One for the Book

EDITOR:

Your editorial regarding the attitude of the better agencies on under-the-counter deals should be part of the textbook of every representative and station manager.

The great majority of advertising agencies do not like special deals. They recognize in them the weakness of individual operators and they feel that this weakness reflects discredit upon a great industry.

Weakness and meekness are always in the pay of vitality—and your editorial will do much to vitalize the courage of agencies who prefer card rates because they then know that they are buying at fair and honest prices.

Lloyd George Venard
President
The O. L. Taylor Co.
New York

Educational TV

EDITOR:

B•T's editorial on "That June 2 Deadline" (April 6) should reassure Arkansas broadcasters that they are like the rest of the backward people in the state. Arkansas may well be unique for their instinct toward fair play . . .

The Arkansas Broadcasters Assn. can be neatly lumped with the women's clubs and parent-teacher associations mentioned in your editorial as resolving in favor of an extension of the June 2 deadline on reservation of channels for non-commercial, educational TV stations . . .

Arkansas radio men are skeptical of the educational outlet's ability to operate on the budgets under consideration and strongly believe that if operation should prove to be possible, the financial limitations would prevent the educational stations from presenting a schedule which would divert sizable audiences from commercial channels . . .

However, the zeal of educators for facilities gets sympathetic consideration from the state's broadcasters, in spite of the fact that educators here failed miserably to exploit their opportunities in radio. School men still fail to capitalize on radio coverage, even where broadcasters break their necks to provide free facilities and time. Radio men, like other good citizens in the state, are sold on the importance of improved education of youth and adults alike, on the chance that television might help build Arkansas in terms of knowledge and well being, radio men could not afford to approach the problem from a purely selfish standpoint.

Finally, there's a shrewd bit of reasoning behind the ABA's request for extending the deadline. An early deadline may rush educational groups into operations. An assurance of ample time for study may reveal to schoolmen that cooperation with commercial outlets is the more practical application of available funds for televised educational programs . . .

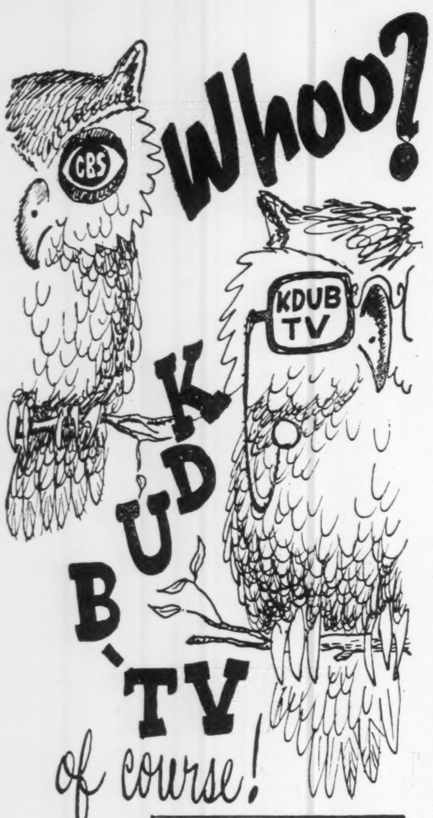
Ted Rand
President
KDRS Paragould, Ark.

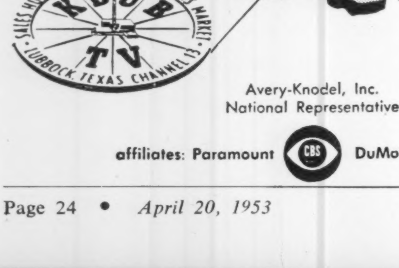
Required Reading

EDITOR

. . . You are getting out an excellent magazine which we here regard as an important part of our "must" reading.

John E. Drewry, Dean
Henry W. Grady School of Journalism
U. of Georgia, Athens




SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

ON THE SOUTH PLAINS

Since November 13, 1952 — the first operating TV station in West Texas!

THE South Plains station with EXPERIENCED PERSONNEL!

Your south plains market — a high income population of 317,700 potential customers!

signed, sealed and channeled

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

STOP THE SHOW!

AT LAST A PROGRAMMING SERVICE ESPECIALLY FOR DISC JOCKEYS

SHOW STOPPERS is a disc-script service which gives your d.j. additional voices without additional personnel. This disc-and-continuity-per-month gives him comedy sequences, production numbers. He gets dozens of character-voices from tough gunmen to Irish washwomen, society belles, to bronc bustin' cowboys—with intriguing sound effects.

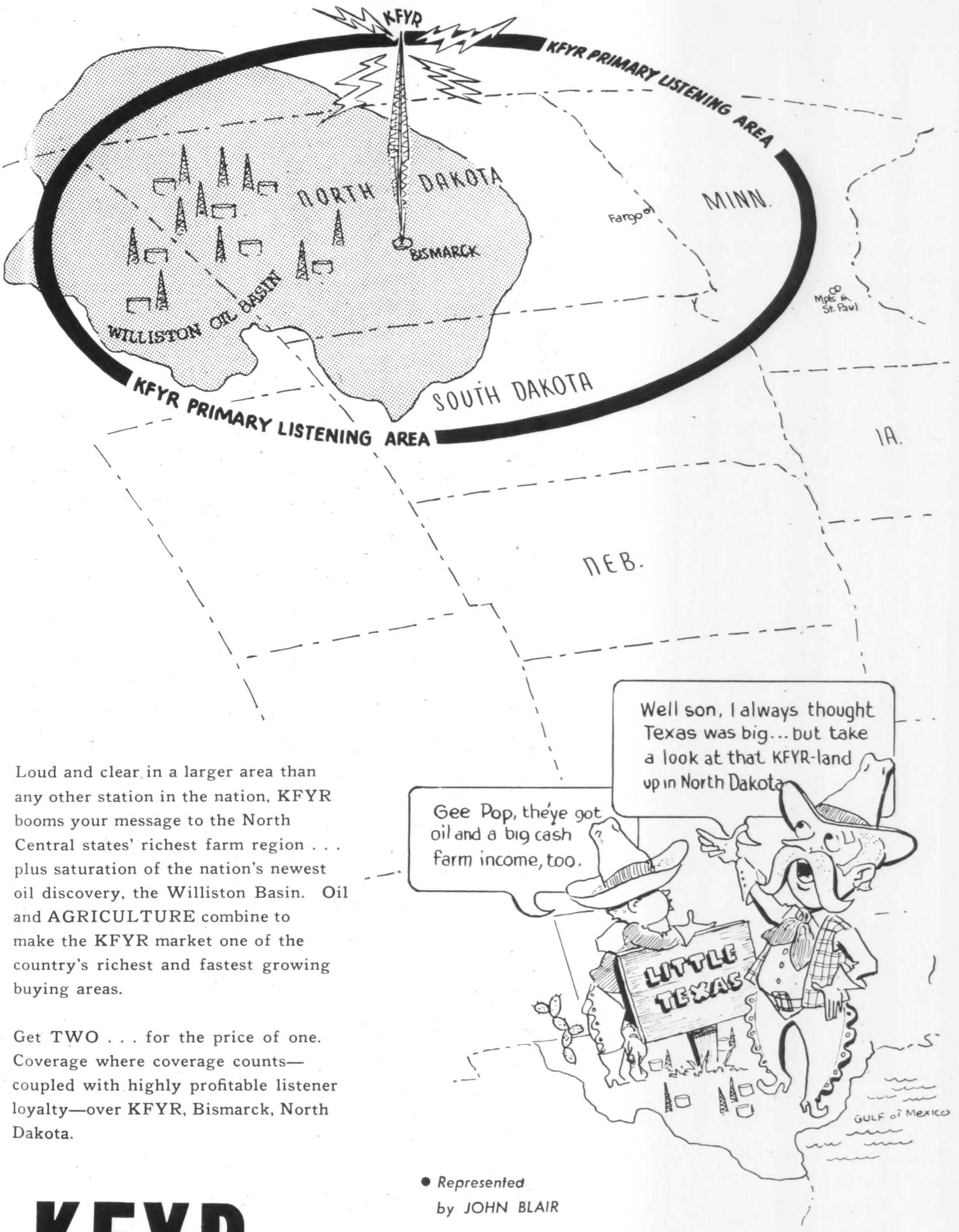
In exact accordance with the script, these dozens of characters inject themselves into the show with many voices, many situations. You have a studio full of interesting, talkative, cooperative guests (and some not-so-cooperative). They annoy, they needle, they stir-up, they worry the d.j. They give any show a change of pace, character variety and comedy relief.

Rates start at $5.50 per month depending on market. Write for full information.

SHOW/STOPPERS

P. O. Box 210, Grand Central Station
New York 17, New York

XUM


KFYR
KFYR PRIMARY LISTENING AREA
NORTH DAKOTA
BISMARCK
WILLISTON OIL BASIN
Fargo
MINN.
Mpls & St. Paul
SOUTH DAKOTA
KFYR PRIMARY LISTENING AREA
IA.
NEB.
Well son, I always thought Texas was big... but take a look at that KFYR-land up in North Dakota
Gee Pop, they'ye got oil and a big cash farm income, too.
LITTLE TEXAS
GULF of MEXICO

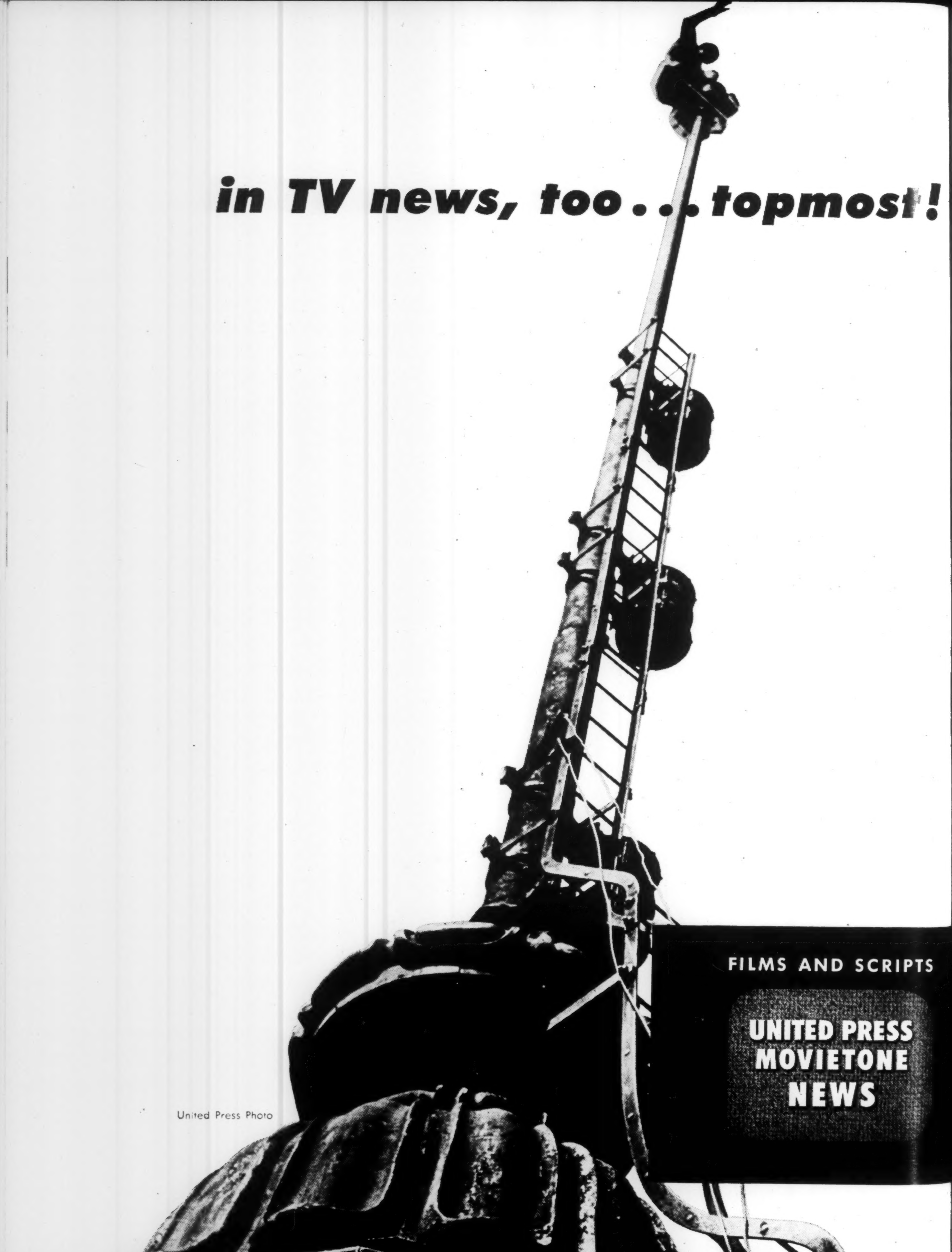
Loud and clear in a larger area than any other station in the nation, KFYR booms your message to the North Central states' richest farm region . . . plus saturation of the nation's newest oil discovery, the Williston Basin. Oil and AGRICULTURE combine to make the KFYR market one of the country's richest and fastest growing buying areas.

Get TWO . . . for the price of one. Coverage where coverage counts—coupled with highly profitable listener loyalty—over KFYR, Bismarck, North Dakota.

• *Represented by JOHN BLAIR*

KFYR

BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS


in TV news, too . . . topmost!

United Press Photo

FILMS AND SCRIPTS

UNITED PRESS MOVIETONE NEWS

UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

United Press was the first big service to supply radio news. And it's always been topmost. Today more than 1350 stations are its clients.

Now United Press is in the same top spot in television. The list on the right tells the story.

The reason for the landslide preference for U.P. is the same in both cases. United Press, and only United Press, does a full-scale news job, gives broadcasters anything they need and everything they need.

For example, for television:

United Press Movietone News — up to 900 feet of 16mm sound-tracked and silent films a day, with eight hours of up-to-the-minute scripts keyed to every strip.

United Press Telephoto spot newspictures — an average of 60 a day with captions and scripts in broadcasting style for instant airing.

United Press 24-hour television news wire — 70,000 words of world, national and regional news, all written ready for announcing.

Added up, this is TV news unparalleled for scope and speed and volume. It's television's only complete news service.

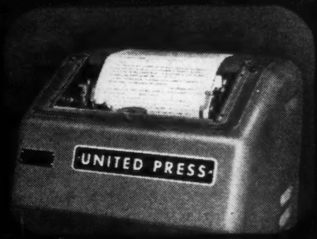
Naturally United Press stands topmost with TV. It does most for TV.

UNITED PRESS TELEVISION CLIENTS →

SPOT NEWSPICTURES

TODAY'S PICTURES...
WITH TODAY'S NEWS...
TODAY....
by UNITED PRESS

24-HOUR NEWS WIRE



Altoona	WFBG-TV
Atlanta	WAGA-TV
	WSB-TV
Austin	KTBC-TV
Baltimore	WAAM
Bethlehem	WLEV-TV
Binghamton	WNBF-TV
Birmingham	WAFM-TV
Bloomington	WTTV
Boston	WBZ-TV
	WNAC-TV
Bridgeport	WICC-TV
Buffalo	WBEN-TV
Charlotte	WBTV
Chicago	WBBM-TV
	WGN-TV
	WNBQ
Cincinnati	WCPO-TV
	WLWT
Cleveland	WEWS
	WNBK
	WXEL
Colorado Springs	KKTV
Columbus	WLWC
Dallas	KRLD-TV
	WFAA-TV
Davenport	WOC-TV
Dayton	WHIO-TV
	WLWD
Denver	KFEL-TV
	KBTV
Detroit	WJBK-TV
	WWJ-TV
Greensboro	WFMY-TV
Harrisburg	WHP-TV
Havana	CMQ-TV
	CMBF-TV
Holyoke	WHYN-TV
Honolulu	KONA-TV
Houston	KPRC-TV
Johnstown	WJAC-TV
Kansas City	WDAF-TV
Lancaster	WGAL-TV
Lawton	KSWO-TV
Lincoln	KOLN-TV
Little Rock	KRTV
Los Angeles	KHJ-TV
	KNBH
	KNXT
	KTLA
Lubbock	KCBD-TV
Memphis	WMCT
Mexico City	XEW-TV
Miami	WTVJ
Minneapolis	WCCO-TV
Mobile	WALA-TV
Montreal	CBFT
Nashville	WSM-TV
New Castle	WKST-TV
Newark	WATV
New Orleans	WDSU-TV
New York	WABC-TV
	WCBS-TV
	WOR-TV
	WNBT
	WPIX
Oklahoma City	WKY-TV
Omaha	KMTV
	WOW-TV
Peoria	WEEK-TV
Philadelphia	WFIL-TV
	WPTZ
Pittsburgh	WDTV
Reading	WEEU-TV
Richmond	WTVR
Roanoke	WROV-TV
Rochester	WHAM-TV
Rock Island	WHBF-TV
St. Paul	KSTP-TV
Salt Lake City	KSL-TV
	KDYL-TV
San Antonio	KEYL
San Diego	KFMB-TV
Schenectady	WRGB
Sao Paulo	TUPI
Seattle	KING-TV
Spokane	KXLY-TV
Syracuse	WHEN
Tacoma	KTNT-TV
Toronto	CBLT
Tulsa	KOTV
Utica	WKTV
Washington	WTOP-TV
	WNBW
	WTTG
Wilmington	WDEL-TV
Youngstown	WFMJ-TV

WTOC

can't do a job in . . .

Charleston, S. C., ***but***

IT'S

FIRST

IN

SAVANNAH
GEORGIA'S SECOND CITY!

WTOC doesn't claim any audience in Charleston, S.C. Charleston stations have that market cornered. But in Savannah, and Metropolitan Savannah (Chatham Co.) where no outside radio station can do a thorough coverage job, WTOC delivers more listeners than anyone else.

- Top weekly family audience, day and night, according to 1952 Standard Audit and Measurement Services report.
- More than twice as many quarter-hour firsts as all other Savannah radio stations combined, according to December, 1952 Pulse*

WTOC
SAVANNAH

GEORGIA'S SECOND CITY
5000 WATTS 1290 KC CBS RADIO
MEMBER OF THE GEORGIA TRIO

Represented by THE KATZ AGENCY INC.
*Report covers hours between 6 AM and 6 PM.

our respects

to GUY DELLA-CIOPPA

GUY DELLA-CIOPPA looks like the actor he wanted to be. Autograph seekers are surprised to find he is CBS Radio vice president in charge of network programming on the West Coast.

His appointment in September, 1951, brought huzzahs from the talent side of the industry. As an ex-hoofer, actor and director, he was known to be particularly sympathetic to the creative point of view.

The business side of broadcasting also was pleased with Mr. della-Cioppa, because he is *not* one of those who believes the advertiser is a strangling influence.

"Thank God for the advertiser. He makes possible the best radio structure in the world," is his emphatic declaration. "I have been intimately acquainted with broadcasting as run by governments. There is no doubt that better, more varied radio fare comes from the American competitive system with greater return for performers, writers and other talent than any other nation offers. And I have yet to see talent suffer or a program find itself defeated in showmanship because of an advertiser's insistence."

Mr. della-Cioppa was born in Philadelphia on August 17, 1914, the son of a Quaker mother and an Episcopal clergyman father. His early schooling was in Quaker primary and secondary schools. He graduated from the U. of Pennsylvania in 1937 with a B.S. in economics.

His university days led him into radio, though indirectly. He was editor of the *Daily Pennsylvanian*, member of the Sphinx Society and Spoon Man of his class. But his great college interest was in Penn's Mask and Wig Club, the oldest such group in the country. Having written lyrics for its productions, sung and danced in several, he originally planned to make the theatre his career.

Apprentice at CBS

Through an apprentice training course CBS was then conducting for bright young men, he—one of six selected in the fall of 1937—spent the next 12 months working in almost every department of the network from sales and research to programming and special events.

He became a CBS staff writer and several months later was made an assistant director. By 1940 he was a full-fledged director. Shortly afterwards he joined Henry Souvaine Inc. to produce a network show for General Motors. He rejoined CBS in 1941 as a director.

At the request of the U. S. Embassy in London in 1943, Mr. della-Cioppa established an armed service radio network in Great Britain. The eight-station hookup was completed and turned over to Army Special Services on July 4 that year; he was then transferred to Psychological Warfare.

In 1944 he was made Chief of Field Operations Radio, Psychological Warfare Div., SHAEF, under Col. William S. Paley, whose wartime assignment was deputy chief of that division. Prior to the war he had seen the CBS board chairman, but had never spoken with him. Following the invasion of France, he became Col. Paley's assistant in Germany.

He returned to the U. S. in 1946 with the Bronze Star and Cross of Lorraine. Some months later he became peace-time assistant to the chairman of the board of directors of CBS Inc., and secretary of the program board, positions he held for the next two years.

Prior to this association, Mr. della-Cioppa thought about radio only in terms of individual shows with six or eight actors and two or three writers.

"Through Mr. Paley, I began thinking in terms of broadcasting as an industry," he declares. "I became aware of clients, talent, financing, government and community relationships, radio's influence on the public, plus the medium's many ramifications and policies that must govern it."

He maintains that working as assistant to the top man can be either the greatest asset or liability. "It gave me a bird's-eye perspective of the entire industry and greatly equipped me for my future radio assignments by forcing me to think bigger," he says.

Sent to the West Coast in the summer of 1948, Mr. della-Cioppa participated in a reorganization and revitalization of the Hollywood program department as associate director of network programs.

When Harry S. Ackerman, network programs director, became vice president in charge of network programs, CBS Hollywood, Mr. della-Cioppa was named director.

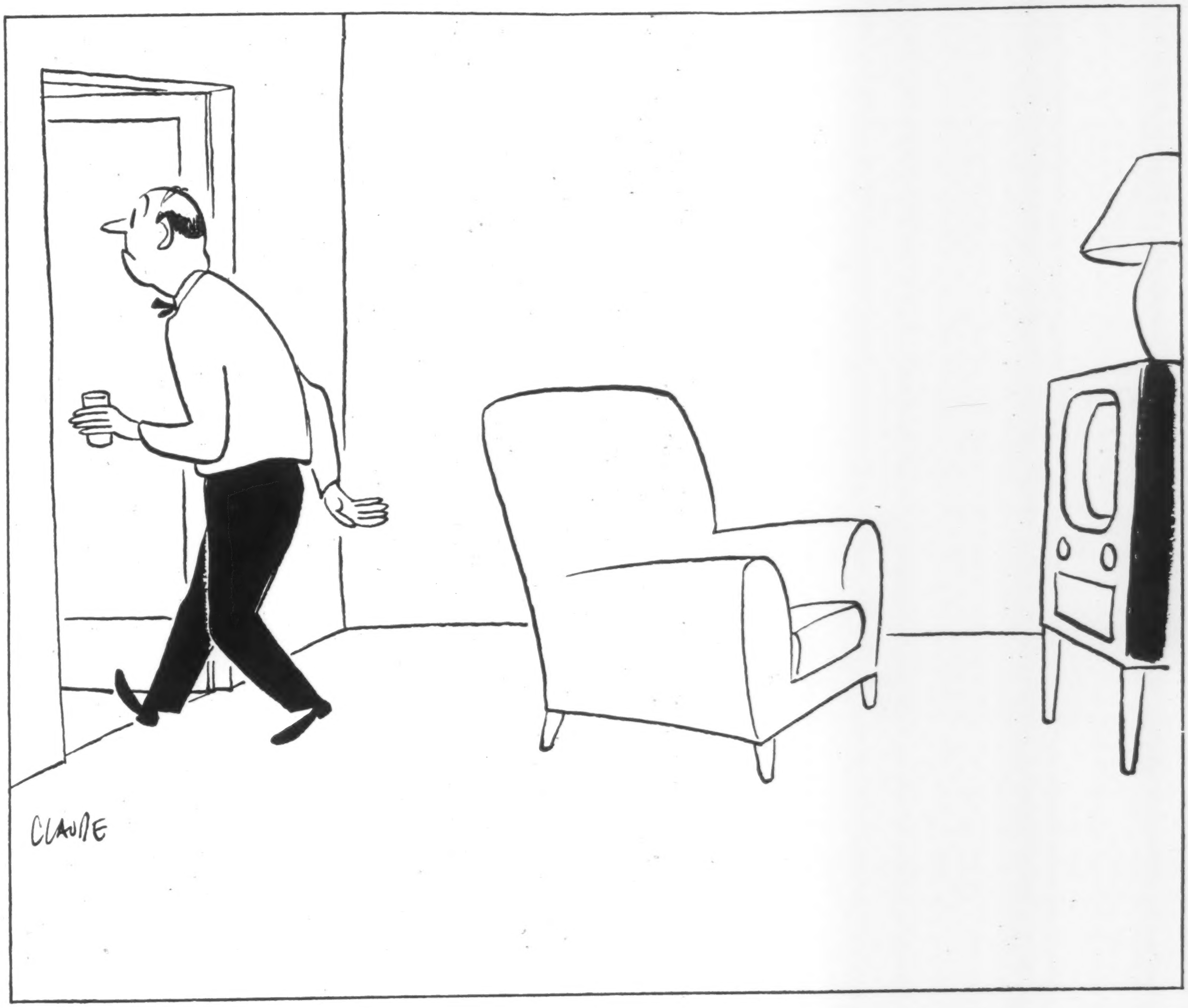
Radio-TV operations were divided in September 1951, sending Mr. Ackerman to the video half as vice president. Mr. della-Cioppa was elected a vice president in radio and given his present assignment.

Generally mild-mannered and soft-spoken, he is vehement in his disgust with "faint hearts who say radio is dead or dying."

"Radio *is* going through a transition stage in programming and financial structure," he concedes, "but its future is strong and assured. The threat of TV is a challenge and a stimulant for radio programming, not the death-knell."

He married Flora Cooper in 1940, his clergyman father performing the ceremony. The Guy della-Cioppas—they have an 18-month-old daughter, Margaret—make their home in North Hollywood.

His hobbies are riding, gardening, painting and collecting art "with my limited resources." The collection so far consists of a Roualt, a Grandma Moses and "some magnificent della-Cioppas." He is a member of Hollywood Ad Club and Hollywood Executives Club.



Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when *your* commercials come on . . . creative ingenuity.

YOUNG & RUBICAM, INC.

ADVERTISING

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London

Now-**WWL**-New Orleans

delivers

69%

more Nighttime Audience than all other New Orleans Network Stations Combined!

Nighttime listening is UP on WWL, New Orleans. Way UP—UP by 19% according to latest Standard Audit and Measurement Service study. Add the total radio-homes-reached by all other New Orleans network stations and WWL leads at night by 69%! Daytime, too, WWL is the advertiser's best buy by far, reaching more southerners than *any other advertising medium.*

Get more for your money! More audience for your advertising on WWL, New Orleans, the South's Greatest Salesman—greater now than ever.

Standard Audit and Measurement Service, Inc.

Total weekly audience figures for the four New Orleans network affiliates. (Based on SAMS Study No. 1, Spring, 1952).

	Night	
WWL	783,996	(radio homes)
Station B	176,714	
Station C	146,354	
Station D	140,351	

WWL audience increase over last Broadcast Measurement Bureau report: Nighttime—19%.

WWL

NEW ORLEANS

50,000 Watts • Clear Channel • CBS Radio Affiliate

A Department of Loyola University

Represented Nationally by the Katz Agency

BROADCASTING
TELECASTING

pril 20, 1953 Vol. 44, No. 16

COLOR TV IMPRESSES CONGRESSIONAL VIEWERS

Wolverton believes process ready for public, looks to FCC to speed up authorization. RCA demonstration of NTSC system draws praise from observers.

RESSURE on the FCC to move ahead with e authorization of the compatible National elevision System Committee standards for olor TV mounted last week following a two-ay Congressional view of color developments Princeton, N. J., and New York City.

As an alternative, there were indications hat the House Commerce Committee would ecommend that the Commission join with NTSC in its current field tests of the com-ible color standards in order to cut down hearing time.

During their 48-hour trip, members of the House committee saw:

1. RCA demonstrate the NTSC system of compatible color television, with the consensus observers that this was the best color picture seen.

2. The field sequential system demonstrated by CBS. To those familiar with the CBS system, last week's pictures seemed to be at the same stage of development they were when the field sequential system was approved by the FCC in 1950.

3. A showing of the Lawrence tri-color picture tube by Chromatic Television Labs. on both the field sequential system and the NTSC system.

Comments of the House committee's chairman, Rep. Charles A. Wolverton (R-N. J.), constituted the only official statement by the committee. Gist of Rep. Wolverton's comments were (1) high praise for the RCA color pictures, (2) expression of satisfaction that color video was virtually around the corner, and (3) hope that the FCC would soon authorize the NTSC standards to let the public decide.

Rep. Wolverton called the pictures shown at the RCA demonstrations "amazing" and "astounding." He added: "Even if we didn't see anything else, I would say color is ready." He urged that the Commission start working with NTSC so that no time would be lost in authorizing the compatible standards. This would also avoid duplicating tests, he said.

Ready for Public

Satisfied that color television was ready for the public, Mr. Wolverton said that refinements and improvements could come along later. He used the analogy of early automobiles which were submitted to the test of public choice. Automobiles continually improved, he pointed out, but the public was willing to invest in the early models.

He praised the NTSC work as "one of the most interesting experiments in this country." He referred to the fact, he said, that competing manufacturers had pooled their knowledge and skills to bring color TV to the public.

Slightly conflicting, Rep. Wolverton at one time said that the committee might continue its hearings to get more information from manufacturers on the "industrial and commercial" aspects, and at another time said that the committee might make its final report to Congress in 10 days or a week.

He declared he was satisfied that there was never any conspiracy to withhold color television from the public. This was alleged by Sen. Edwin C. Johnson (D-Colo.) last month [B•T, March 16], and is generally believed to have sparked Congressional interest in polychrome TV.

Mr. Wolverton repeated that he had great hopes that there would be color television by Christmas [B•T, April 6].

Others of the 19-man House group were noncommittal, or spoke off the record.

The RCA demonstrations took place at the David Sarnoff Research Center in Princeton. A 20-minute program, originating in NBC's Colonial Theatre in New York was received in Princeton, 45 miles away on three color receivers and three black and white sets.

Two of the color receivers, all with single three-gun tri-color tubes, showed 9x12-in. pictures (16-in. envelopes). One color receiver showed a 12x16-in. picture (21-in. envelope). The black and white sets were standard 17-in. table models.

Shown on WNBT

The program, on WNBT's regular New York Ch. 4, was sandwiched in between regular black and white commercial programs.

Remarked by observers, who included trade and regular press reporters and committee staff members, were the natural colors, mainly in pastel tones. Flesh tones were life-like, there was no color breakup and in one sequence an illusion of depth was received that drew an acknowledgment from the audience. Also impressive was a low key lighting sequence with colors coming through properly.

The monochrome receivers showed no aberrations in accepting the color telecasts and reproducing them in black and white. But, beside the color pictures, the black and white pictures appeared drab and lifeless.

Also demonstrated was a live, remote pickup of a flower cart and colorfully attired models from the lawn in front of the laboratories. Although not as good as the studio presentation, the pictures were considered more than adequate.

RCA also announced that it was working on a focusing mask for the tri-color tube which would make more efficient use of the electrons, thus gain in brightness. Present RCA tri-color tube uses a shadow mask. Also announced was work on a projection-type color receiver to give an 18x24-in. picture. Receiver would use three tubes, it was explained, the output of which would be combined onto the screen through a system of dichroic mirrors. This was the method used by RCA for its receivers during the color tests before the FCC in the 1949-50 hearings.

Shown to the visitors was a laboratory model of a single-tube color camera. Pictures transmitted by the Vidicon-type tube were splotchy and ragged, but Dr. E. W. Engstrom, director of the Princeton laboratories, said RCA was sure it was on the right track. He said, however, that this development would not be practical for a year or so.

Three-Tube Cameras

Cameras used in the demonstrations were of the three-tube variety. Three cameras were used at the studio, and a single camera for the outdoor pickup.

Ben Grauer, veteran NBC announcer, was the narrator for the RCA-NBC demonstration. Program comprised Dolores Gray, singer; George Burton and his love birds; Kukla, Fran and Ollie, and the Hit Parade dancers.

Rep. Joseph P. O'Hara (R-Minn.) said the colors seemed "extreme" and "exaggerated" to him—although all other observers remarked on the pastel quality. It was explained that color tones could be adjusted at the transmitter or at the receiver.

Rep. J. Percy Priest (D-Tenn.) said that the black and white pictures were the best he had ever seen. Dr. Engstrom mentioned that many comments received from black and white viewers made that point.

In addition to Dr. Engstrom, RCA-NBC executives present at the demonstrations were Brig. Gen. David Sarnoff, chairman; Frank M. Folsom, president; Dr. C. B. Jolliffe, technical

Color
Television

SINGLE-TUBE color camera is well advanced at RCA Labs. Shown holding single pickup tube is Dr. Paul K. Weimer, in charge of this development, which was demonstrated to visiting Congressmen last week.

Color Television

SINGER Dolores Gray appears before the NBC-TV tri-tube color camera during demonstrations of compatible NTSC standards for the House Commerce Committee.

director, and Frank White, NBC president.

Visiting Congressmen were taken on a tour of the RCA research facilities, with emphasis mainly on transistor developments. Following the tour, the group was transported to New York's Colonial Theatre where studio equipment and stage settings were inspected.

The next morning, the Congressional delegation saw a brief closed circuit demonstration of the field sequential system, shown by CBS at the New York Athletic Club.

The CBS demonstration was shown on two laboratory receivers, using a 10-in. tube magnified to 12½-inches. Color was added by a mechanical spinning disc. The program originated at the CBS studio at 109th St. and Fifth Avenue.

Observers noticed that the CBS pictures were similar to those shown during the 1949-50 showings before the FCC in Washington. Still apparent were color breakup, fringing and unnatural skin tones. Primary colors, however, showed up bright and strong.

Shown at the CBS demonstration was a 22-in. Lawrence tube, operating on a Chromatic Television laboratory-built receiver. It had a green cast to the picture, but was satisfactory otherwise. Chromatic President Richard Hodgson explained later that this could have been corrected at the receiver.

From the New York Athletic Club, the visiting solons were taken to the uptown CBS studio to inspect studio equipment and stage settings.

In answer to a question there, CBS President Frank Stanton said that it would cost about $4,000 to convert a black and white camera to the field-squential system of color TV. Monochrome cameras, he said, cost about $14,000. Also present at the CBS demonstrations were William S. Paley, chairman, and J. L. Van Volkenburg, CBS-TV president.

The CBS program was narrated by Betty Ann Grove. In a circus setting, the program consisted of comedian Red Buttons, the Beatrice Kraft dancers, the Honeydreamers vocalist group, and others.

A closed circuit demonstration of the tricolor, single-gun Lawrence tube on NTSC standards was given to the Washington congressmen at the Paramount Bldg. in the Times Square sector of New York immediately after the CBS showing.

A series of slides, said to be the official NTSC test pictures, was run off for the visiting Congressmen on the 22-in. tube. Mr. Hodgson emphasized that the tube will work with any color system. Mr. Hodgson also questioned whether the NTSC system was actuall rea now for the public.

It was here that Rep. Wolverton insisted th the public should be given a choice of syste and of apparatus, and that color TV should n be held up for further refinements. He al used the early automobile analogy.

Mr. Hodgson emphasized that the NTS field tests were "terribly important".

In answer to a query, Mr. Hodgson said th the Lawrence tube could be substituted for th present black and white tube in present-da receivers, and with slight circuit modificatio could receive field-sequential color or regula black and white. He said major circuit change necessary to receive NTSC-standard color sig nals make it economically unfeasible to con vert present monochrome sets for that system

The Lawrence tube showed good color qualit and seemed to have greater brightness tha the RCA pictures shown in Princeton. M Hodgson said the brightness was about 24 foo lamberts, with 18 kv.

In a new development, Dr. Ernest O Lawrence, Nobel prize winner and note physicist, and inventor of the Lawrence tri color tube, showed a simplified version of th single gun tube. This was accomplished, h explained, by reducing the color switching ra from 3.58 million times a second to 15,00 times a second. This means, he said, le components and less critical parts, thus redu ing the cost of the tube. Pictures shown o the tube with the 15,000 switching rate seeme on a par with the tube using the high switching rate.

Mr. Hodgson also said that Chromatic Tele vision was working on a 28-in. rectangular tub for demonstration soon. He also said th 22-in. round tube used at last week's demonstra tion would soon be replaced by a rectangula tube of the same size.

The brightness claims of the Lawrence tub were tested by turning up the demonstratio room lights to normal lighting levels. Th picture suffered no apparent washout.

Asked about the cost of the Lawrence tube Mr. Hodgson said he thought it would be about $30-35 more than the comparable black and white tube. He also said that the three-gun tricolor tube, used by RCA, was about 50% more expensive than the single-gun color tube.

He emphasized that the Lawrence tube was 100% developed and ready for commercial production. He said Chromatic would manufacture some of the tubes, but that other manufacturers would be licensed for bulk production.

MEMBERS of the House Commerce Committee witnessing demonstrations of compatible NTSC standards for color TV at RCA Labs. in Princeton, N. J., pose with their host, Brig. Gen. David Sarnoff. They are (l to r): Reps. John W. Heselton (R-Mass.), William L. Springer (R-Ill.), Joseph P. O'Hara (R-Minn.), Joseph L. Carrigg (R-Pa.), J. Percy Priest (D-Tenn.), Homer Thornberry (D-Tex.), Herbert B. Warburton (R-Del.), Charles A. Wolverton (R-N.J.), chairman of the committee, John Bell Williams (D-Miss.), Gen. Sarnoff, J. Arthur Younger (R-Calif.), Carl Hinshaw (R-Calif.), Steven B. Derounian (R-N.Y.), Dwight L. Rogers (D-Fla.), partially hidden, Oren Harris (D-Ark.), Arthur G. Klein (D-N.Y.), William T. Cranahan (D-Pa.) and James I. Dolliver (R-Iowa).

FOUR SPONSORS BUY HALF-HOURS ON NETWORK TV, THREE OTHERS PLAN

Between now and next fall, seven major advertisers will buy new 30-minute TV shows, a B•T check reveals.

SEVEN major advertisers will invest in new half hour television shows between now and the fall, B•T learned in a check of industry activity last week.

The sponsors are: Chrysler, General Electric, Sheaffer Pen, Johnson's Wax, Brown & Williamson Tobacco Co., Crosley and Quaker Oats.

Chrysler Corp., which has appointed BBDO, New York, to handle a television program for the four Chrysler cars — Chrysler, DeSoto, Dodge, and Plymouth—as well as for other products of the corporation, is expected to announce its new program in the near future. It was understood the firm plans to sponsor the new comedy series on ABC-TV featuring George Jessel, with exact time and starting date still undetermined.

General Electric Corp. will sponsor the Ray Milland show effective in September on CBS-TV (Thurs., 8-8:30 p.m.). The program is a filmed situation comedy. GE, for the fall, also is considering using its Fred Waring program time for several appearances of Bing Crosby and the *GE Theatre* (filmed dramatic series), both shows to occupy the time spot with Mr. Waring on a rotating basis yet to be worked out. Maxon Inc., New York, is the agency.

Johnson's Wax, already a heavy TV advertiser, is said to be looking for another half-hour in prime network time (Needham, Lewis & Brorby); and Brown & Williamson Tobacco Co. for its Viceroy cigarettes, current spot advertiser, is considering a half-hour TV network show (Ted Bates Inc.).

Crosley Div. of Avco Mfg. Corp. will co-sponsor with American Tobacco Co. (Lucky Strike) the *Hit Parade* next fall on NBC-TV (Sat., 10:30-11 p.m.). Benton & Bowles and BBDO, both New York, are the agencies involved. This signifies an additional budget outlay for Crosley, which will retain its Monday alternate sponsorship with Speidel, 8-8:30 p.m. on NBC-TV. Whether the Monday show will continue to be *What's My Name?* is still in doubt. Star of the latter program, Paul Winchell, signed with Procter & Gamble a fortnight ago for a Sunday, 7-7:30 p.m. show of his own on NBC-TV, starting next fall.

W. A. Sheaffer Pen Co. (Snorkel pen) meanwhile signed as a participating sponsor for the *Jackie Gleason Show* effective June 20 for 26 weeks (CBS-TV, Sat., 8-9 p.m.), marking a "sellout" for the program. Russel M. Seeds Co., Chicago, is the agency.

Quaker Oats, through Needham, Louis & Brorby, Chicago, is understood to be looking for a half-hour TV program appealing principally to children and women.

Baseball Season Opens With Additional Broadcast Signings

First week of national baseball finds more contracts signed by advertisers. Among name advertisers: Chesterfield, brewers Falstaff, Miller, Griesedieck and Pfeiffer, Richfield Oil, Ford and CBS-Columbia dealers.

FIRST week of the major and minor league baseball seasons found radio and TV spanning the nation with play-by-play service that has attracted advertisers of many types. With addition of contracts signed last week, telecasting of baseball reached a new high in size of audience served and money involved in rights and facilities [B•T, April 13, 6].

Falstaff Brewing Corp. last week signed a contract to telecast up to 50 home games of the St. Louis Browns on WTVI (TV) Belleville, Ill., uhf Ch. 54 station across the river from St. Louis. Agency is Dancer-Fitzgerald-Sample, New York.

AMONG Wisconsin station executives at a meeting of Miller High Life-Milwaukee Braves network members, held by Mathisson & Assoc., agency for Miller, sponsor, were (l to r): Robert Rich, WDSM Superior; George Comte and Neal Bakke, WTMJ Milwaukee; Hugh Boice, WEMP Milwaukee; Ed Allen, WDOR Sturgeon Bay and WMOX Manitowoc, and Walter Schlaugat, WPRE Prairie du Chien. Miller purchased Braves' radio rights for five years.

Alvin Griesedieck Jr., Falstaff advertising director, said "It is hoped that KSD-TV St. Louis will be able to clear time for some of the Browns games. However, there is nothing definite at this date." No Browns away games will be telecast when the Cardinals are playing at home. Last year KSD-TV carried nine games.

The telecasts for Falstaff will be handled simultaneously with the radio broadcasts. Falstaff last week signed for a schedule of 64 Browns night games, home and away, on KMOX St. Louis. Griesedieck Bros. Brewery Co. for the ninth year had radio rights to all Cards games on WIL, which will feed a network. KXOK is carrying the complete schedule of Browns games.

Telecasting of 74 Philadelphia games on a divided schedule involving all Philadelphia TV stations represents an increase from the 58 games carried a year ago.

One of the larger nationwide sponsors, Chesterfield cigarettes, is bringing over 900 games during the season, including telecasts on WBZ-TV and WNAC-TV Boston; WJAR-TV Providence; WPIX (TV) New York; WPTZ (TV), WCAU-TV and WFIL-TV Philadelphia; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster, Pa.; WFPG-TV Atlantic City and WGN-TV Chicago. Extensive radio coverage is included in the Chesterfield schedule.

On the West Coast, Chesterfield is telecasting all home games of the Los Angeles Angels and Hollywood Stars on KHJ-TV Los Angeles, with 26 Saturday home games of the San Francisco Seals and Oakland Oaks on KPIX-TV and KGO-TV San Francisco.

Miller Brewing Co., which was a major factor in bringing the Boston Braves team to Milwaukee, has bought radio rights for all Braves' games for five years. Games will be heard on WEMP, WTMJ and a network of stations in the area. Miller's contract includes purchase of at least $25,000 worth of tickets for Braves' games each year, a total of $125,000 over the five-year period. Other promotion is planned. Mathisson & Assoc., Milwaukee, is Miller's agency.

WAFM-TV Birmingham will cover Tuesday and Friday home games of the Birmingham Barons of the Southern Assn., starting Tuesday, with Ford Dealers of Northern Alabama sponsoring the play-by-play and CBS-Columbia TV Dealers of Northern Alabama underwriting a half-hour pre-game warmup.

Rights to the telecasts were granted after a pre-season campaign by the Baron Booster Club, which was supported by TV dealers throughout the area and capped each week by a TV show, to show the club management that the TV coverage would not jeopardize gate receipts. Fred Sington, former Washington Senator player who led the campaign, will conduct the pre-game program and assist Owens Alexander, WAFM-TV production manager, in giving the play-by-play.

The entire home schedule of the Cleveland Indians 77 baseball games will be carried again on WXEL (TV) Cleveland by Pfeiffer Brewing Co. WERE Cleveland is carrying all

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New Permalube Spot Drive

STANDARD Oil Co. of Indiana has embarked on a 15-state spring advertising campaign, using radio and TV spots, to introduce the appearance of a motor oil, New Permalube, in the Midwest. Plans for the drive were announced last Friday simultaneous with a description of the new product.

Standard will use 32 radio outlets and seven TV stations in 28 key midwest cities. A total of 167 radio spots will be aired. The number of TV commercials scheduled was not disclosed. Radio-TV spots will be supplemented with advertisements in 1,214 weekly newspapers and 541 dailies. McCann-Erickson Inc. is the agency.

154 games, feeding a network of some 30 stations. Standard Brewing Co. is sponsor.

KING-TV Seattle will telecast 15 home games of the Seattle Rainiers. Besides the opener last Tuesday and the first night game Wednesday, the station will carry all Seattle home Wednesday night games plus Fourth of July, Labor Day and holiday double-headers. Richfield Oil Co. and Richfield Dealers are sponsoring the games. KOL Seattle is carrying the Rainier broadcast schedule.

WKNB-TV New Britain-Hartford, Conn., announced last week it was carrying all home day, weekend and many night games of the Red Sox directly from Fenway Park. An engineering outlay of $25,000 is required to complete connections. WKNB-TV operates on uhf Ch. 30.

WDXY (FM) Spartanburg, S. C., sister station of WORD, is carrying all Peaches games in the Tri-State League. Sponsor is Aug. W. Smith, department store; Cudd & Coan Insurance Co.; National Discount Co.; Wakefield Buick, and Greenwood Packing Co.

STATIONS URGED TO RESIST CUTS

ADVERTISING agencies are querying about preferential rate deals, with one firm cautioning broadcasters to keep a "stiff backbone" against such practices.

Piedmont Agency, Salisbury, N. C., B•T learned last week, joined the growing list of agencies querying station representatives on the Anacin list [B•T, April 13].

Its letter, signed by Robert S. Williamson, managing director, stated that "there has been right much said in the trade press about the 10% discount which some stations have allowed Whitehall Pharmacal for Anacin for firm contracts during the summer months.

"Please advise us which, if any, of your stations accepted this offer. If there are any on your list which accepted this business, advise how this agency should deduct our 10% for the same periods of time used for our client, the Stanback Co. This in accordance with Section 5 (a) of the AAAA-NAB contract."

Earlier Wyatt & Schuebel and William Esty & Co., both New York, and Couchman Adv., of Dallas, had sent similar queries to the stations and their representatives.

Albert Couchman, head of Couchman Adv., notified B•T that the "final score on our query to radio stations re breakdown of rates for General Mills shows all but one small station either were not offered deal or refused it, and all quite positive they will never break rate card structure for any deal."

Mr. Couchman, whose agency places advertising for Fant Mills on major stations in every market in New Mexico, Oklahoma, Arkansas and Louisiana, using substantial program schedules which have been continuous for a long time—in some cases over 15 years—said he hoped the survey among stations would help them to "continue with a stiff backbone" against bargain basement offers.

R. E. Morgan of Seattle Dies

REGINALD E. MORGAN, 71, prominent in Seattle advertising for almost 50 years, died April 3. At his death, he was a partner in Pearson, Morgan & Pascoe, Seattle agency. He had formerly conducted his own agency, R. E. Morgan, Advertising, and was at one time vice-president and advertising manager of Frederick & Nelson, Seattle department store.

MAGES Stores for Sports, which recently concluded a three-month Sunday schedule of soccer telecasts, has switched to feature films on WGN-TV Chicago with purchase of a second movie series. Morrie Mages (2d r) points to number of consecutive weekly feature films which the firm has renewed for another 52 weeks, Thursday 11 p.m. Stores also bought new Monday 10 p.m. period on WGN-TV's *Movie Time* series for 26 weeks. L to r: Ted Weber, WGN-TV sales manager; Jack Brickhouse, who handles film commercials, Mr. Mages, and Arthur Holland, Malcolm-Howard Advertising Agency. Mages picks up Monday segment April 27 after relinquishing the Sunday period.

AGENCIES SPEED UP NETWORK PLANS ON SUMMER RADIO-TV REPLACEMENTS

As the hot weather season approaches, agencies report progress in summer programming among all networks. Some replacement shows of last summer will be broadcast again.

AGENCY moves on summer replacements in radio and television—although starting later and proceeding slower than in previous years —began to take on speed last week.

Some of the summer programs already decided upon will be repeats of last year's hot weather fare. For example, American Tobacco Co. (Lucky Strike cigarettes) replaces its *Robert Montgomery Presents* on NBC-TV (Monday, 9:30-10:30 p.m.) once again with *Lucky Strike Summer Theatre* for eight weeks, starting July 6. And American Cigarette & Cigar Co. and the Simoniz Co., alternate sponsors of *Big Story*, will, as last year, share summer sponsorship of *Doorway to Danger* on NBC-TV (Friday, 9-9:30 p.m. EST).

The summer rundown on NBC-TV: *Saturday Night Revue*, starring Hoagy Carmichael and featuring top young comedy talent, takes over from *Your Show of Shows* (Saturday, 9-10:30 p.m. EST) for 13 weeks starting June 6; *Hit Parade*, sponsored by American Tobacco (see story page 00), will have a summer replacement, as yet undecided, for 13 weeks; *Cavalcade of America* continues in its same period (alternate Wednesday, 8:30-9 p.m. EST) for duPont.

The fate of *Circle Theatre*, for Armstrong Cork Co., and Groucho Marx for De Soto-Plymouth, both previously continuing on NBC-TV during the summer, is still unresolved. The Marx show last summer used repeats of the year's best programs.

On CBS-TV, Chesterfields will replace Perry Como for eight weeks, starting June 29, with Ray Anthony and his band, featuring Helen O'Connel and Bob Eberle, vocalists. American Tobacco will continue the Horace Heidt program through the summer but will replace *Private Secretary* with a dramatic film series.

General Electric also will sponsor a dramatic film series replacing Fred Waring for 13 weeks and will replace the *Jane Froman Show* for eight weeks with a live musical program featuring Mel Torme and Teresa Brewer, vocalists. The *Burns and Allen Show* for Goodrich will remain on the air during the summer. Oldsmobile and Pall Mall are expected to go through the summer with *Doug Edwards and the News*, while Westinghouse once again will substitute *Westinghouse Summer Theatre* for *Studio One*.

At DuMont, Admiral Corp. will take a hiatus with Bishop Fulton J. Sheen's *Life Is Worth Living* and the network will substitute *The Music Show*, starting May 19, featuring Robert Trendler with orchestra and choir.

DuMont's *The Arthur Murray Show*, sponsored by Murray, will be a summer replacement for the alternate-week *Time to Smile* series, now starring Ken Murray and Alan Young and sponsored by Bristol Myers Co. The new series will take over Sunday, June 28, 9:30-10 p.m. EDT. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

On CBS Radio, Guy Lombardo is expected to substitute for Jack Benny.

At MBS, the following shows will continue: S. C. Johnson & Son's six five-minute news shows per day; Wildroot's *Twenty Questions*, *The Shadow* and *Titus Moody;* Sterling Drug's *Ladies Fair;* Old Gold's and Quaker Oats' *Queen for a Day;* Kellogg's *Wild Bill Hickock;* Kraft's *Bobby Benson;* Motorola's *True Detective Mysteries;* Miles Labs.' Curt Massey; Johns-Manville's Bill Henry; Swift's *All Sweet Music Box;* Quaker Oats' *Sergeant Preston of the Yukon*, and A F of L's evening newscasts.

Magazine Gross Up 8.1%

MAGAZINE billings hit an all-time high of $132.9 million in the first quarter of 1953, Magazine Advertising Bureau reported last week, up to 8.1% over the 1952 first-quarter gross of just under $123 million.

The Italian Influence in dining and intimate entertainment at its smartest: Tony Mele's Theodore's Ruban Bleu at 4 East 56th Street in New York.

The Italian Influence

Make yours Martini ... or make it Manhattan ... either way the Italian Influence helps fashion your preference.

For the Martini, the world's most popular cocktail, bears a famous Italian name. And Italian vermouth is the invariable ingredient of the Manhattan.

In more ways than we know, modern American tastes are being determined by the Italian Influence. It's apparent in the foods we eat, the way we dress, the cars we drive, the films we see. The interior decoration of our homes and offices reflects it. We see it in the industrial design of the machines we use. The newer, smarter trends are Italian in origin.

In New York, with an Italian-American population of more than two million, WOV interprets the Italian Influence for better living to the most important single market segment in the area. Never was the prosperity of the Italian-American market greater than now; never was the WOV Influence on this market more important to the advertiser.

Let us show you how WOV and how the Italian Influence can make sales for you in New York.

One of America's Important Stations

WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

General Mills Buys Big Crosley Radio-TV Package

BIGGEST contract in Crosley Broadcasting Corp. history has been signed with General Mills Inc. for multiple-product advertising on Crosley's entire Ohio radio and television facilities, according to R. E. Dunville, Crosley president.

The contract calls for 52 weeks of radio and television spots on WLW WLWA (FM) WLWT (TV) Cincinnati, WLWF (FM) WLWC (TV) Columbus and WLWB (FM) WLWD (TV) Dayton.

Negotiations were made with L. H. Crites, General Mills advertising director, through Dancer-Fitzgerald-Sample Adv., represented by James Neal, vice president.

Talent at the Crosley stations in the three cities will be used in the GM Commercials, with filming by Olympus Film Productions Inc., a Crosley subsidiary. Radio spots will be produced with the same talent. Included in the package are "fullest use" of Crosley's client service department and its merchandising plans, Mr. Dunville said.

Negotiations had been in progress nearly a month while GM considered product breakdown and use of the Crosley stations for the greatest possible concentration and merchandising penetration, Mr. Dunville said.

Mr. Crites called the plan a departure from GM's regular pattern of letting its agencies create its commercials. Mr. Dunville said Crosley executives feel the plan will allow the advertiser to balance products against seasons and potential sales depth.

Harry Mason Smith, Crosley vice president for sales, said his firm's Cincinnati and Chicago sales executives made the initial presentation for the package deal. Knox-Reeves Adv. also participated in negotiations. James Hill, Olympus director, will supervise creation of the spots, working with agency people for GM. Norman Cash, Crosley radio sales manager, and Harry Albrecht, Crosley sales office manager, established the facility-use pattern.

PARTICIPATING in signing of 52-week spots package with General Mills Inc. using all Crosley radio and TV stations in Ohio are (l to r): Seated, R. E. Dunville, Crosley president; L. H. Crites, GM advertising director, and James Neal, Dancer-Fitzgerald-Sample, vice president; standing, Norman Cash, Crosley radio sales manager; Ed Sherrick, D-F-S radio-TV timebuyer; Harry Mason Smith, vice president for sales; Harry Albrecht, Chicago sales office manager, and Andy Niedenthal, Cincinnati sales service director, all with the Crosley organization.

Indianapolis Auto Race Offered Locally by WIBC

LOCAL sponsorship of complete coverage of the Indianapolis 500-mile Memorial Day auto race will be offered this year for the first time, Gil Berry, general sales manager, WIBC Indianapolis, has announced.

The four and a half hour broadcast is made available on the Indianapolis Motor Speedway Network. Mr. Barry said 100 stations from coast-to-coast have signed for the program to date.

Quaker Oats Adds JWT

QUAKER OATS Co., Chicago, last Wednesday announced the addition of J. Walter Thompson Co. to the list of advertising agencies handling its various products.

JWT, the fifth to handle Quaker products, will be responsible for all advertising of Aunt Jemima pancakes and cake mixes. Arthur C. Farlow, agency vice president, will supervise the account, with G. M. Baxter and W. C. Taylor as account representatives.

Ad-Sales Meet Speaker

MEYER KESTNBAUM, president of Hart Schaffner & Marx, Chicago, and chairman of the Committee for Economic Development, non-profit organization made up of industry leaders, will address the banquet session of the first annual Advertising and Sales Conference at the U. of Notre Dame Thursday.

Among other speakers: F. K. Leisch, vice president, A. C. Nielsen Co., and Edward H. Weiss, president, Weiss & Geller Adv., both Chicago. About 400 Midwest advertising and merchandising leaders are expected to attend.

NEW BUSINESS

Spot

Ludwig Baumann-Spear's Giant Stores, N. Y., sponsoring radio spot campaign starting this week on all New York City stations. Agency: Kiesewetter, Baker, Hagedorn & Smith, N. Y.

Lindsay Ripe Olives Co., Lindsay, Calif., starts saturation spot announcement campaign on KFWB KNX KLAC KMPC KHJ KFI KECA Los Angeles and KBIG Avalon for 13 weeks from April 15. Agency: Mogge-Privett Inc., L. A.

Network

General Products Corp., L. A. (Looz dietary supplement), started *Let's Go Hollywood* on 41 Columbia Pacific Radio Network, Ariz. and Mountain stations, Sun., 10:15-10:30 p.m. PST, April 19. New contract cancels firms *Stewart Craig,* formerly heard in same time slot. Agency: Dean Simmons Adv., L. A.

Carter Products Inc., N. Y., has renewed *City Hospital* over CBS Radio, Sat., 1:30-1:55 p.m. EST. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble Co., Cincinnati, has renewed *Perry Mason* over CBS Radio, Mon.-Fri., 2:15-2:30 p.m. EST. Agency: Benton & Bowles, N. Y.

S. C. Johnson & Sons Inc. (Johnson's Wax) on April 25 will assume co-sponsorship of *Saturday Night Fights* with present sponsor, Phillies Cigars, on ABC-TV, Sat., 9 p.m. Contract is for 26 weeks. Agency: Needham, Louis & Brorby, Chicago.

Simmons Co. and **International Silver Co.** to sponsor *My Favorite Husband* on CBS-TV commencing in fall. Agency for both firms: Young & Rubicam, N. Y.

Liggett & Myers Tobacco Co., N. Y. (Chesterfields), renews *Les Griffith and the News,* over ABC radio, Mon.-Fri., 7:55-8 p.m. EST for four weeks, effective today (Mon.). Agency: Cunningham & Walsh, N. Y.

Agency Appointments

The Woodmen Accident & Associated Cos., Lincoln, Neb., appoints Allen & Reynolds, Omaha.

Zeeman Clothing Co., L. A. (retail chain), appoints Factor-Breyer Inc., that city. Radio-TV is being used.

Hollywood Cinerama Corp., Hollywood, appoints McCann-Erickson, L. A., to handle advertising for Pacific Coast opening of "This Is Cinerama" film, April 29. Three weeks' radio-TV spot announcement campaign is budgeted at $28,000.

Hannah Laboratories Inc., Carmel, Calif. (emollient cream), appoints Abbott Kimball Co., S. F. **A. Leo Bowman** is account executive. Radio will be used.

Holly Sugar Co., Colorado Springs, appoints Mogge-Privett Inc., L. A. **Norton Mogge** is account executive.

Brock & Co., L. A. (jeweler), appoints Hixson & Jorgensen Inc., that city. **Georgena Melin** is account executive.

Marlboro Shirt Co., Baltimore, appoints The Joseph Katz Co., that city.

WICC-TV Bridgeport, Conn., appoints Ted Sommers Inc., same city.

Parker Herbex Corp., Stamford, Conn., appoints Ted Sommers Inc., Bridgeport, Conn.

Bilsons Baking Co., L. A., appoints Wally McClain & Assoc., that city. TV will be used.

WJIM-TV

JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

Coverage that Counts!

WJIM—TV

CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

H. R. Representatives

WSB-TV to carry Southern League baseball in Atlanta

Spud Chandler, former Yankee ace and now WSB-TV sports director, will handle the games. Thirty-nine home games will be telecast. Ford dealers are sponsoring them. Pre-game warm-ups have been bought by the Pure Oil Company. Commentator is Furman Bisher, sports editor of The Atlanta Constitution.

Affiliated with the Atlanta Journal-Constitution. Represented by Edw. Petry Co.

wsb-tv
ATLANTA, GEORGIA

START OF '53 SEES MORE ADVERTISERS ON AM NETWORKS

First two months of this year had 173 advertisers using radio network time compared to 157 advertisers those same months last year. But gross for the networks for the period declined 5.4%.

A TOTAL of 173 advertisers used time on the four nationwide radio networks during the first two months of this year, an increase of 10.2% above the 157 radio network sponsors for the same two months of 1952, according to the records of radio network advertising compiled by Publishers Information Bureau.

Gross time sales of the four radio networks for the two-month period declined slightly—5.4%—from the year before: $26,537,525 in January-February of this year to $28,062,498 last, PIB reported. For February alone, the gross was $12,659,810 this year to $13,560,948 in 1952 (when there were 29 days in the month to 28 in 1953).

Top 10 radio network clients (Table I) in-

TELESTATUS®

Weekly TV Set Summary—April 20, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	Sets in Area uhf
Albuquerque	KOB-TV	24,934	....
Altoona	WFBG-TV	167,569	....
Amarillo	KGNC-TV, KFDA	20,317	....
Ames	WOI-TV	131,964	....
Ann Arbor	WPAG-TV	....	....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	....
Atlantic City	WFPG-TV	....	9,308
Austin	KTBC-TV	27,010	....
Baltimore	WAAM, WBAL-TV, WMAR-TV	467,417	....
Bangor	WABI-TV	16,000	....
Bethlehem	WLEV-TV	....	....
Binghamton	WNBF-TV	103,500	....
Birmingham	WAFM-TV, WBRC-TV	155,000	....
Bloomington	WTTV	221,800	....
Boston	WBZ-TV, WNAC-TV	1,029,151	....
Bridgeport	WICC-TV	....	....
Buffalo	WBEN-TV	343,998	....
Charlotte	WBTV	317,215	....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	....
Cleveland	WEWS, WNBK, WXEL	750,709	....
Colorado Springs	KKTV	16,500	....
Columbus	WNBS-TV, WLWC, WTVN	279,000	....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	....
Davenport	WOC-TV	179,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	....
Denver	KFEL-TV, KBTV	134,865	....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	....
El Paso	KROD-TV, KTSM-TV	19,545	....
Erie	WICU	184,680	....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	....
Galveston	KGUL-TV	235,000	....
Grand Rapids	WOOD-TV	233,961	....
Green Bay	WBAY-TV	....	....
Greensboro	WFMY-TV	161,030	....
Harrisburg	WHP-TV	35,000	....
Holyoke	WHYN-TV	....	....
Honolulu	KGMB-TV	17,597	....
Houston	KPRC-TV	237,000	....
Huntington-Charleston	WSAZ-TV	188,992	....
Indianapolis	WFMB-TV	332,000	....
Jackson	WJTV	....	13,420
Jacksonville	WMBR-TV	109,000	....
Johnstown	WJAC-TV	642,428	....
Kalamazoo	WKZO-TV	282,511	....
Kansas City	WDAF-TV	288,366	....
Lancaster	WGAL-TV	216,701	....
Lansing	WJIM-TV	174,350	....
Lawton	KSWO-TV	....	....
Lincoln	KOLN-TV	28,000	....
Little Rock	KRTV	....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,559,976	....
Louisville	WAVE-TV, WHAS-TV	232,693	....
Lubbock, Tex.	KDUB-TV	22,104	....
Lynchburg	WLVA-TV	55,000	....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	....
Memphis	WMCT	201,800	....
Miami	WTVJ	178,500	....
Milwaukee	WTMJ-TV	427,045	....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	....
Minot	KCJB-TV	....	....
Mobile	WALA-TV, WKAB-TV	....	....
Montgomery	WCOV-TV	....	....
Nashville	WSM-TV	111,309	....
New Britain	WKNB-TV	....	53,017
New Castle	WKST-TV	....	27,763
New Haven	WNHC-TV	354,000	....
New Orleans	WDSU-TV	174,485	....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	....
Norfolk-Portsmouth-Newport News	WTAR-TV	167,133	....
Oklahoma City	WKY-TV	193,700	....
Omaha	KMTV, WOW-TV	181,433	....
Peoria	WEEK-TV	....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	....
Phoenix	KPHO-TV	67,400	....
Pittsburgh	WDTV	584,000	....
Portland, Ore.	KPTV	....	84,245
Providence	WJAR-TV	429,005	....
Pueblo	KDZA-TV	13,000	....
Reading	WHUM-TV, WEEU-TV	....	84,748
Richmond	WTVR	164,742	....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	....
Rock Island	WHBF-TV	179,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	502,000	....
Salt Lake City	KDYL-TV, KSL-TV	124,600	....
San Antonio	KEYL, WOAI-TV	137,068	....
San Diego	KFMB-TV	173,800	....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	....
Schenectady-Albany-Troy	WRGB	265,900	....
Seattle	KING-TV	254,100	....
Sioux City	KVTV	37,097	....
Sioux Falls	KELO-TV	15,500	....
South Bend	WSBT-TV	....	30,669
Spokane	KHQ-TV, KXLY-TV	28,442	....
Springfield, Mass.	WWLP	....	....
Springfield, Mo.	KTTS-TV	....	....
Syracuse	WHEN, WSYR-TV	217,263	....
Tacoma	KTNT-TV	243,000	....
Tijuana (Mexico) San Diego	XETV	....	....
Toledo	WSPD-TV	224,000	....
Tucson	KOPO-TV	....	....
Tulsa	KOTV	142,360	....
Utica-Rome	WKTV	91,000	....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	....
Wichita Falls	KWFT-TV, KFDX-TV	....	....
Wilkes-Barre	WBRE-TV	....	52,000
Wilmington	WDEL-TV	134,034	....
York	WSBA-TV	....	35,000
Youngstown	WFMJ-TV, WKBN-TV	....	31,300

Total Stations on Air 163*. Total Markets on Air 109*.

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S. however, is unduplicated estimate.

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW
246,871
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why
KRLD-TV
is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

TWENTY YEARS OF SHARED ACCOMPLISHMENT

THIS MONTH John Blair & Company is twenty years old. During these twenty years, the spot radio industry has grown from a depression-born infant to an astonishingly mature adult; to most major-market radio stations, national spot revenue is the primary key to economic health. To virtually all radio stations, national spot revenue is an increasingly important part of the total revenue picture, especially during the past few years, when spot income has surpassed network income.

During these past twenty years, the spot industry and radio stations have faced many problems and the many transitions which can be expected in a growth industry. As a major factor in spot, we, along with the stations we represent, have worked hard to meet these problems and transitions and make our contribution to the development of the industry.

Perhaps the most important problem which has confronted the spot industry during this period has been the threat of television. Competition loomed not only for advertising revenue, but for audience itself. Some industry figures predicted that radio would die.

The radio stations we represent, along with ourselves, were unwilling to accept any such verdict. We, and they, knew that radio and television were basically competitive. Therefore, we reasoned that the two media must be sold by independent sales staffs, each dedicated to its own medium. As a result, in 1948, John Blair & Company created Blair-TV, Inc., a separate corporation with its own sales staff and facilities, devoted entirely to television representation — actually, television's *first* exclusive national representative.

The radio stations we represent welcomed this decision, since it meant that John Blair & Company, as an exclusive radio representative, was free to devote its time exclusively to radio representation. As a matter of fact, John Blair & Company today, five years after the formation of Blair-TV, is a considerably larger company in all respects than it was before the television company was formed.

By the same token, the television stations with which we were associated at that time, and others which have joined the Blair-TV ranks since, welcomed the decision to provide television stations with an exclusive, specialized representation service. The merit of this decision, which was participated in by the stations our two companies represent, has been amply demonstrated by the success of the companies since the decision was made, and by the fact that most major factors in the industry have followed the same pattern in one form or another.

The early days of the spot radio industry were difficult. It was a new advertising medium, requiring a specialized advertising approach, and there were no specialists. The buyers of time were remote from stations, unfamiliar with them, pioneering in a new and unknown medium. So, working with our stations, we brought the station to the buyer. The stations made special audition recordings of key local programs. We provided portable audition equipment and sales effort, so that buyers would know what they were getting for their advertisers' money. At that time, it was a revolutionary procedure. Today it is routine.

Many years ago, we reasoned that salesmen must be supplied with adequate sales tools to do an effective selling job. Consequently, we set up a Sales Development Department, charged with the responsibility of supplying these tools. Again, our stations joined in the mutual effort to equip our salesmen properly, by supplying the basic information, and keeping us supplied, so that the Sales Development Department could fulfill its function. Today, our Sales Development Department, combined with our new Research Department, is larger than the entire New York office staff not so many years ago.

In 1951, conscious of the increasingly important part that research was playing in radio, we added a full-fledged Research Department to our organization. This department does not consist of clerks re-tabulating existing data, but is, instead, staffed with competent research-trained personnel equipped to undertake independent research, which they have done. In the past year, two important projects of benefit to all the industry—"Are You Looking or Listening?" and "The Value of Information Is Measured By Its Reliability," — have been published and distributed to the trade. Again, our stations participated extensively in these projects, in one case sharing the considerable cost of the project.

Yes, our stations and our organization have worked together on a multitude of problems affecting our industry. We have undertaken cooperative promotion efforts in behalf of national spot radio. They have encouraged us in our work with the Station Representatives' Association. We have worked as a team in the development of better local programming to make spot radio a better value for the advertiser.

Our contemplation of our own accomplishments during the past twenty years must be tempered by a realization of the importance of the contribution of the stations we represent to our success —not just that they have paid us our commissions, but that they have worked with us, suggested, advised, responded to suggestions and advice. Perhaps our happiest accomplishment is that we have been able to work in effective partnership with able radio station managements, to the mutual profit of stations and ourselves. And perhaps our happiest augury for the future is the continuation of this teamwork toward the benefit of the national spot industry.

John Blair

John Blair, Chairman

JOHN BLAIR & COMPANY
BLAIR-TV, INC.

JOHN
BLAIR
& COMPANY

OFFICES IN NEW YORK • CHICAGO • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

Pulse Drops Suit

PULSE Inc. has dropped its suit against C. E. Hooper Inc., following Hooper's agreement not to give further circulation to statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and group of advertising agency executives, who were quoted as agreeing that there should be only one broadcast audience rating service and that this should be the one provided by Hooper. Suit was filed in December in New York Supreme Court [B•T, Jan. 5].

clude eight who were also among the top 10 for February 1952. Procter & Gamble., in the top position both times, was the only advertiser to use more than $1 million worth of radio network time in either month. Gillette Co. and R. J. Reynolds Tobacco Co. were not on the list a year ago, when American Home Products and Philip Morris & Co. were included.

The stability of radio network advertising also is indicated by Table II, listing the top advertiser in each of the 25 classes of products and services advertised on the radio networks in February. Of this list, 16 of the leading advertisers are the same who headed their categories in February 1952.

Table III, recording total time purchases of each class for February and January-February, with the 1953 figures compared to those for the like periods of 1952, shows the same five classes leading the list each year, and in the same order. Foods ranked first, toiletries, second; drugs, third; smoking materials, fourth, and soaps and cleansers, fifth in point of network time purchases each February.

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN FEBRUARY 1953

1	Procter & Gamble Co.	$1,117,446
2	General Foods Corp.	580,529
3	Miles Labs.	547,240
4	Sterling Drug	502,822
5	General Mills	501,825
6	Colgate-Palmolive-Peet Co.	407,581
7	Liggett & Myers Tobacco Co.	370,879
8	Gillette Co.	360,487
9	Lever Brothers Co.	349,671
10	R. J. Reynolds Tobacco Co.	333,746

'Oscar' Telecast Rates High In March Nielsen Report

SPECIAL telecast of the Academy Award ceremonies from Hollywood last month earned ratings of note, according to the second report for March of the National Nielsen-Ratings. Report covers the two weeks ending March 21.

The Oscar ceremonies reached 10,912 TV homes and earned a homes percentage of 53.9, putting the telecast in the third spot in both ratings. Otherwise the ratings continued in the same general trend, i. e., *I Love Lucy* topping the field by a comfortable margin.

The ratings:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,493
2	Colgate Comedy Hour (NBC)	11,602
3	Academy Award Ceremony (NBC)	10,912
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	10,603
5	Texaco Star Theater (NBC)	10,249
6	Philco TV Playhouse (NBC)	9,688
7	You Bet Your Life (NBC)	9,670
8	Dragnet (NBC)	9,523
9	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	9,448
10	All Star Revue (NBC)	9,274

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.3
2	Arthur Godfrey's Scouts (CBS)	55.9
3	Academy Award Ceremony (NBC)	53.9
4	Arthur Godfrey & Friends (CBS) (Liggett & Myers)	53.4
5	Colgate Comedy Hour (NBC)	53.1
6	Texaco Star Theatre (NBC)	52.1
7	Dragnet (NBC)	50.7
8	Philco TV Playhouse (NBC)	48.8
9	You Bet Your Life (NBC)	45.4
10	Red Buttons (CBS)	45.1

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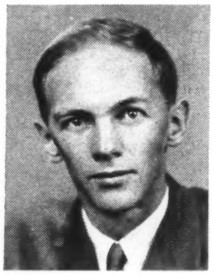
NCS Reports 35 Subscribers

NIELSEN Coverage Service reports subscriptions by 35 radio-TV stations in the past 30 days, A. C. Nielsen, president, has announced. The breakdown comprises affiliates of all networks and independents, including many high power outlets, he said.

ARB EXPANDS TV TO 35 U. S. CITIES

REGULAR audience reports in 35 TV cities are planned by American Research Bureau, Washington, James W. Seiler, director, said last week. The reports will employ ARB's regular diary technique to cover the entire broadcast week, supplying quarter-hour ratings, sets-in-use, audience composition and cumulative ratings, Mr. Seiler said.


Mr. Seiler

Three new cities already added bring the present total to 16 markets, 14 reported monthly. They are Atlanta, Galveston-Houston and Salt Lake City, Mr. Seiler disclosed. He said the firm's record of more than 200 regular clients make possible the expansion and that "only moderate" price increases will be charged these clients who add the new reports.

Not only will clients receive reports from the 35 cities, but also will receive individual city ratings on network programs on the same base and time period as ARB's present TV-National reports which Mr. Seiler says measure viewing within a 150-mile radius of all U. S. TV transmitters. Some, but not all, reports on the new cities will be published monthly, he said.

CBS, NBC Top Trendex

CBS-TV's *I Love Lucy* again headed the Tremdex list of top 10 evening network sponsored programs on television for the week of April 1-7, issued last week by Trendex Inc., N. Y. Full list follows:

Rank	Programs	%
1	I Love Lucy (CBS)	63.5
2	Talent Scouts (CBS)	49.7
3	Godfrey's Friends (CBS)	46.5
4	Dragnet (NBC)	39.1
5	You Bet Your Life (NBC)	38.9
6	Red Buttons (CBS)	37.1
7	Star Theatre (Berle) (NBC)	35.2
8	Fireside Theatre (NBC)	33.0
9	This Is Your Life (NBC)	30.3
10	Strike It Rich (CBS)	30.1

NOTE: Ratings are based on the one live broadcast during the week April 1-7.

TABLE II

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR FEBRUARY 1953

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 34,693
Apparel, Footwear & Accessories	Seeman Brothers	36,822
Automotive, Auto Access. & Equipment	Willys-Overland Motors	85,044
Beer, Wine & Liquor	Wine Corp. of America	66,350
Building Materials	Johns-Manville Corp.	64,984
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,308
Consumer Services	Electric Cos. Advertising Program	64,278
Drugs & Remedies	Miles Labs.	547,240
Food & Food Products	General Foods Corp.	573,475
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,649
Horticulture	Ferry Morse Seed Co.	5,537
Household Equipment, Appliances & Supplies	Philco Corp.	112,104
Household Furnishings	Owens-Corning Fiberglas Corp.	54,743
Industrial Materials	U. S. Steel Corp.	99,144
Insurance	Prudential Insurance Co. of America	66,325
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	48,132
Office Equipment, Stationery & Writing Supplies	Hall Brothers	66,580
Publishing & Media	First Church of Christ Scientist	15,240
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	63,437
Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	370,879
Soaps, Cleansers & Polishes	Procter & Gamble Co.	600,875
Toilet Goods & Toiletries	Procter & Gamble Co.	447,961
Transportation, Travel & Resorts	Assn. of American Railroads	63,196
Miscellaneous	American Federation of Labor	92,081

TABLE III

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY 1953, COMPARED TO SAME PERIOD 1952

	Feb. 1953	Jan.-Feb. 1953	Feb. 1952	Jan.-Feb. 1952
Agriculture & Farming	$ 100,726	$ 208,043	$ 60,039	$ 120,026
Apparel, Footwear & Access.	73,479	166,184	23,405	46,810
Automotive, Auto. Access. & Equip.	396,532	994,639	275,547	682,155
Beer, Wine & Liquor	135,901	217,150	187,498	385,766
Bldg. Materials, Equip. & Fixtures	64,984	136,634	65,670	138,346
Confectionery & Soft Drinks	230,149	476,869	541,366	1,088,496
Consumer Services	193,784	406,923	173,445	400,195
Drugs & Remedies	1,696,375	3,478,668	1,766,049	3,658,742
Food & Food Products	2,947,201	6,211,360	2,283,238	6,691,416
Gasoline, Lubricants & Other Fuels	409,200	854,738	446,579	921,087
Horticulture	5,834	7,022	11,034	11,034
Household Equipment & Supplies	556,721	1,196,917	329,887	681,409
Household Furnishings	186,887	390,479	97,280	206,642
Industrial Materials	148,693	297,130	203,005	419,408
Insurance	147,156	305,014	295,484	585,412
Jewelry, Optical Goods & Cameras	78,907	157,807	91,680	183,060
Office Equip., Stationery & Writing Supplies	66,580	133,160	65,984	147,109
Political	......	......	704	704
Publishing & Media	15,240	31,302	72,737	133,887
Radios, TV Sets, Phonographs, Musical Instruments & Access.	179,082	461,106	121,017	227,793
Retail Stores & Direct by Mail	1,236	2,472	1,338	2,286
Smoking Materials	1,291,200	2,586,389	1,589,023	3,359,460
Soaps, Cleansers & Polishes	1,117,722	2,309,449	1,450,529	3,008,648
Toiletries & Toilet Goods	2,149,903	4,579,614	1,925,181	4,025,584
Transportation, Hotels & Resorts	63,196	126,392	91,312	182,624
Miscellaneous	403,162	812,564	389,917	754,399
TOTALS:	$12,659,810	$26,537,525	$13,560,948	$28,062,498

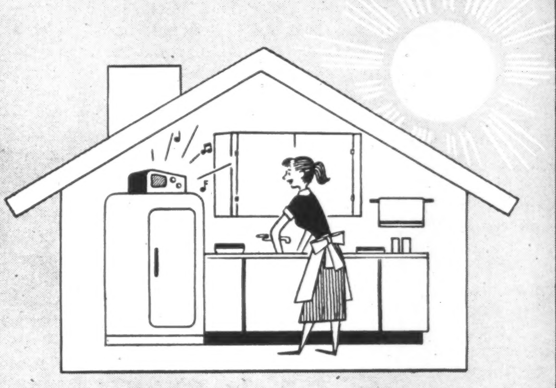
Source: Publishers Information Bureau

JUST RELEASED! In newest market research, A. C. Nielsen Company Says:

WKY Now Serves

340,060

Families in Daytime



WKY Now Serves

281,280

Families at Nighttime

Newest WKY station coverage data just released by A. C. Nielsen Company Marketing Research, Chicago

Depth of Coverage	No. of Counties	WEEKLY WKY CIRCULATION Daytime	Nighttime	Total Homes in Area	Radio Homes in Area
75-100%	30	262,190	226,870	296,200	290,940
50-100%	42	312,210	265,200	386,300	379,370
25-100%	61	337,990	281,280	495,900	486,060
10-100%	68	340,060	281,280	513,100	503,090

NIELSEN COVERAGE SERVICE

COPYRIGHT A. C. NIELSEN CO., JAN. 1953

There are 665,620 Radio Homes in Oklahoma . . . Yes, only 2.2% less than All Oklahoma Homes have at least one set! All facts add up to this:

WKY IS THE DOMINANT RADIO ADVERTISING MEDIUM IN OKLAHOMA!

WKY RADIO

930 ON YOUR DIAL NBC

Affiliated with WKY-TV
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN
Oklahoma City, Okla.
See The Katz Agency

New Brunswick Radio Study Field Work Over, Says BAB

Made for BAB by American Research Bureau, the study seeks to find the amount and kind of radio listening in TV-saturated New Brunswick, N. J. BAB may announce highlights at NARTB convention.

COMPLETION of field work on "the most thorough study of evening radio listening" in a city with deep TV penetration was announced last week by BAB, sponsor of the investigation.

BAB said results of the study, which is designed to ascertain how much radio listening is going on and who is listening in what rooms during peak evening hours, will be released sometime in May. Highlights, however, may be announced during the BAB presentation at the NARTB convention on April 28, if the tabulation is complete by that date.

The BAB-financed study, made by American Research Bureau, Washington, was conducted in New Brunswick, N. J. The city was made prominent as a "test tube" market for TV set ownership and viewing by the five "Videotown" reports made by Cunningham & Walsh.

5,000 Families Studied

The study employed the personal coincidental method, securing face-to-face interviews with all members of 5,000 New Brunswick families present at the time of the interview. BAB said this constitutes about 50% of all families in New Brunswick.

In announcing the survey, BAB President William B. Ryan declared, "Everyone concedes that radio has more audiences at night than we are being credited for," and added:

"How much more audience, where the listening is going on, and who is listening to the extra radio sets, are some of the questions we are seeking to answer with this research."

CBS Radio Accepts Nielsen's Multiple-Set Homes Proposal

CBS RADIO last week became the first radio network to accept the proposal of A. C. Nielsen Co. to increase the proportion of multiple-set homes included in the Nielsen Radio Index sample to give adequate representation to the more than 19 million U. S. homes with two or more radios.

Offer of this extension of the NRI coverage follows last year's Nielsen survey of the nation's radio homes which showed that 56% had one radio receiver, 32% had two, and 12%, three or more radios. It also follows Nielsen's development of a new type of Audimeter device used by Nielsen to record all dial turnings of sets to which it is attached. New machine can handle up to four receivers simultaneously, permitting complete records of viewing and listening in multi-set homes.

The other nationwide radio networks are expected to join CBS Radio in extending contracts for NRI service on the expanded—and more expensive—sale.

DROPPING OF FILM BAN INDICATED IN 20TH-CENTURY FOX REPORT

With the advent of the company's CinemaScope, expected next fall, President Spyros Skouras sees a theatre demand for this new type of picture with the likelihood that the older films will go to TV. Other companies indicate they are considering dropping the bars.

FIRST prospect of a major breakthrough on the major Hollywood studios' ban on releasing films to television was seen last week in a message to stockholders by Spyros P. Skouras, president of 20th Century-Fox Film Corp.

He advised stockholders in the company's annual report that "with the advent of CinemaScope and other new techniques, it is anticipated that the theatre demand for motion pictures will be generally for pictures of the new type." He added that it is "therefore likely that older pictures will then be made available for television."

Many smaller producers have sold feature films to television, but most of the major companies, including 20th Century, have followed a policy of withholding their product.

"In the past, we have consistently refrained from placing any valuation on our library of older motion pictures which total approximately 900 since the advent of sound motion pictures," Mr. Skouras explained. "With the potential market of these subjects for television, however, such a library is becoming increasingly important. As the stations increase in number, there is a potential increase in the revenue possibilities of these pictures for television use."

He pointed out that the company had refrained from disposing of these pictures to television stations in the past because of "sound business reasons," but added that the advent of CinemaScope indicated a revision of this policy.

Plans for October

Though Mr. Skouras did not specify when the company's film might be released for television, he stated that 20th Century-Fox will launch CinemaScope in October 1953. He added that the system will be adopted "completely after present productions are completed." Mr. Skouras said that CinemaScope will be made available to all studios and made available to all studios and to all producers of motion pictures in the U. S. and the rest of the world.

Spokesman for other major Hollywood studios would not comment of Mr. Skouras' statement.

With Herbert J. Yates, president, Republic Pictures Corp., having informed stockholders early this month that television represents a vast new sales field for his company and with the indication of 20th Century-Fox to eventually release its older pictures to video, consensus is that other major Hollywood studios will be making similar announcements within the next 90 days.

Despite the threat of exhibitor reprisals, concern with what might happen to their backlog of old films has led every major studio in Hollywood to take inventory setting a tentative price on what they would expect to receive from video.

RCA-Warner Bros. Reports

There is a persistent report in Hollywood that RCA is negotiating to buy Warner Bros.' studios in Burbank for expanded west coast operations which would include NBC-TV. Although there has been "no comment" by top executives of Warner Bros. and NBC-TV, it is believed that the deal would also include the film company's backlog of old pictures. Report started some weeks ago when the RCA board of directors, headed by Chairman David Sarnoff, made a tour of the Warner Bros. lot and were shown the 3-D film "House of Wax" and the new Warner-Phonic sound system.

RKO Radio Pictures last fall reportedly had a firm $10 million offer for its old movies, but executives have since emphatically denied that the studio intends to sell that product to TV "at this time". However, it is said that RKO would listen to a reasonable offer for film that cannot be theatrically reissued.

Several large studios already are cooperating with TV to the extent of permitting "previews" of their productions on TV programs, and industry-wide cooperation on the development of a special TV series, showing scenes from new features, has been offered through the Motion Picture Assn. of America [B•T, March 23].

Eidophor Speedup

Mr. Skouras last week also reported that work on the commercializing of Eidophor, 20th Century-Fox's large-screen theatre television system in CBS color, has been speeded in recent months. He noted that "a very significant aspect of Eidophor is its full adaptability to to CinemaScope."

"When Eidophor is placed in operation," Mr. Skouras remarked, "it will be possible to televise in full color a picture two and one-half times the size of the present motion picture screen."

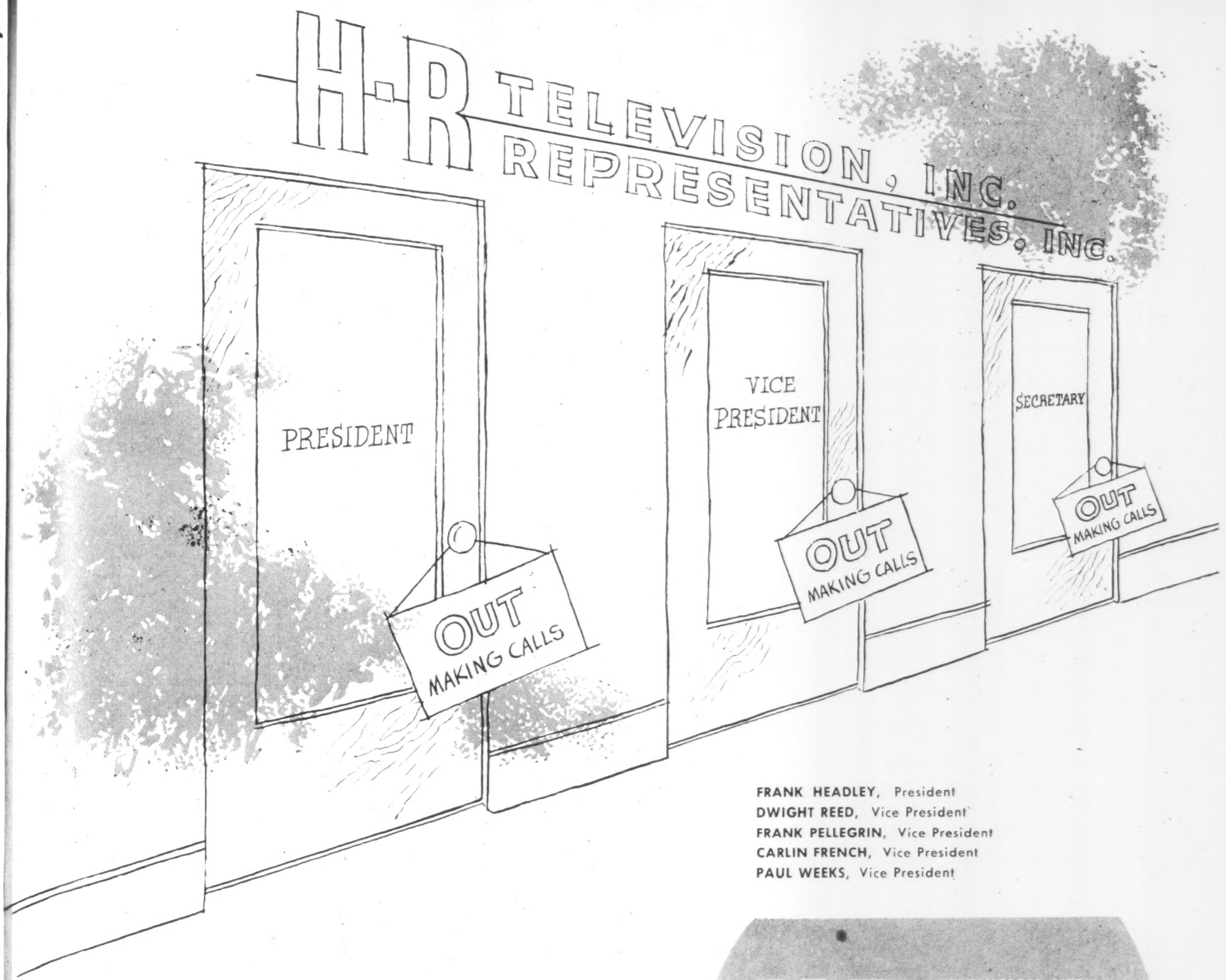
Plans for Eidophor, according to Mr. Skouras, include the creation of "live shows of outstanding merit and spectator appeal," which will be possible because "we can present the same show simultaneously in a great number of theatres, thereby keeping the cost per theatre patron very low."

Preview at Gramercy

A HALF-HOUR pilot film for a proposed TV program series was shown in a "sneak" preview at the Gramercy Theatre, New York, April 10 in what was said to be the first time that a motion picture house has permitted its facilities and paying audience to test a TV show. Although Gramercy patrons were not asked to report their opinions on cards, microphones were installed in the theatre to record their reactions. The film, produced in Paris by Sheldon Reynolds, was part of new dramatic series titled "Theatre."

'Liberace' Adds 31-43 Markets

SERIES of 117 half-hour films featuring Liberace, noted pianist, has been sold in 31 markets, and subject to allocation of time slots in 12 additional, Guild Films, New York, which is syndicating the program, reported last week. Among its sponsors, Breast o' Chicken Tuna and Bowman Biscuit Co., are carrying it in five markets each.



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

a representative firm is no stronger than the men who sell . . . on the street!

There can be little argument with that statement . . . it's just plain, everyday horse sense.

Every owner of H-R Representatives was a competent and highly successful sales executive in previous advertising businesses before joining hands three years ago to form one of the fastest growing representative organizations in the radio industry.

And one of the big reasons for this phenomenal growth is the service H-R renders to its family stations. Every owner is out on the street *every day,* calling on advertisers and agencies.

THERE IS NO DESK-BOUND BRASS AT H-R.

That's why the statement can be made . . . man for man there is no finer quality representation — actively on the street — than is offered by H-R Representatives.

RADIO H-R TELEVISION, INC. REPRESENTATIVES, INC. TELEVISION

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

NARTB
National Association of Radio and Television Broadcasters

VISIT US AT THE CONVENTION
CHAPMAN PARK HOTEL—LOS ANGELES
April 28th Thru May 1st

RUSH
DU MONT

Another

DU MONT

Station

TELEVISION BROADCASTING EQUIPMENT

. . . ONSCHEDULE

DESTINATION:

KCJB-TV

MINOT, N.D.

NORTH DAKOTA
BROADCASTING COMPANY, INC.

Television has come to Minot, North Dakota with the delivery of a Du Mont 500 watt Acorn Transmitter. KCJB-TV is now transmitting on Channel 13 in this area.

Du Mont is proud to have been selected as supplier of this equipment. KCJB-TV now joins the ranks of the television stations that know the meaning of "First with The Finest in Television".

DU MONT

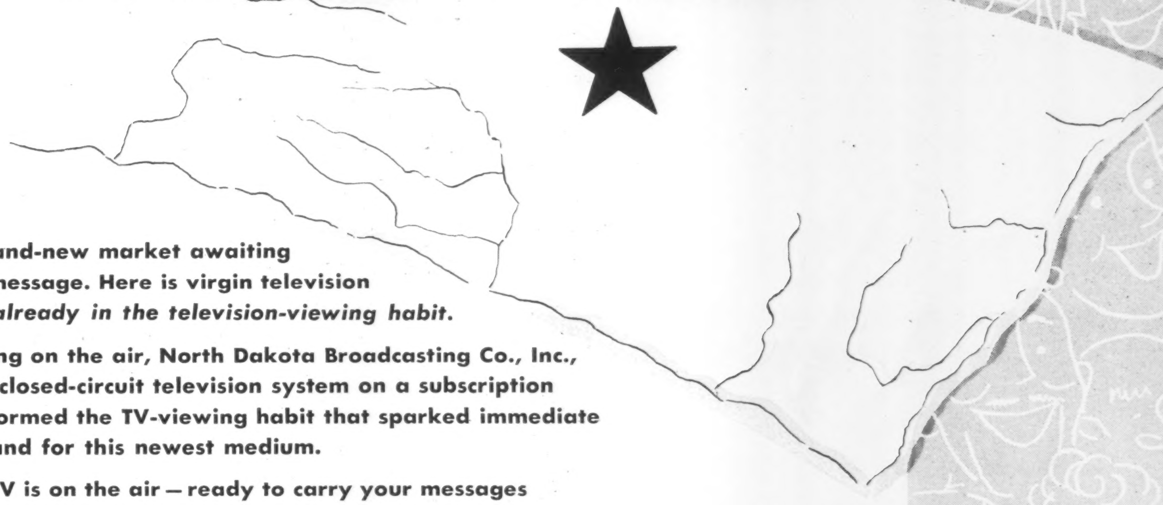
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.

became a habit...

now it's

KCJB-TV
CHANNEL 13

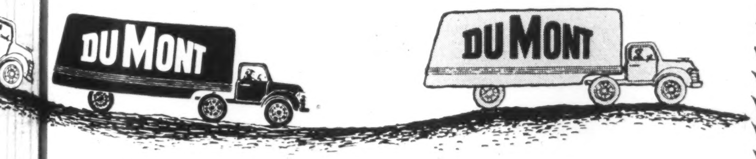
IN MINOT N.D.



Here's a brand-new market awaiting your sales message. Here is virgin television territory — *already in the television-viewing habit.*

Prior to going on the air, North Dakota Broadcasting Co., Inc., operated a closed-circuit television system on a subscription basis. This formed the TV-viewing habit that sparked immediate public demand for this newest medium.

Now KCJB-TV is on the air — ready to carry your messages to this rich area on the banks of the Mouse River . . .



KCJB-TV

North Dakota Broadcasting Co., Inc.
Minot, North Dakota

Pres., Gen. Mgr. — John W. Boler
Vice Pres. in Charge of Sales — Wm. L. Hurley
Represented by Weed Television

HERE'S YOUR MARKET
Population 129,445

	Number	1952 Retail Sales
Food Stores	279	$17,481,000.00
Eating and Drinking Places	324	9,034,000.00
General Merchandise	53	8,704,000.00
Apparel Group	55	4,286,000.00
Automotive Group	89	16,203,000.00
Gasoline Service Stations	178	5,484,000.00
Lumber and Hardware	248	24,374,000.00
Drug Stores	42	2,576,000.00

Film Sales

NBC Film Div., New York, has sold *The Visitor* to **WTVU-TV** Scranton, Pa., and **WTVP (TV)** Decatur, Ill. The series now is running on NBC-TV under its original title, *The Doctor.*

Recent sales of other NBC film properties have boosted the total number of markets of the Douglas Fairbanks series to 60; *Dangerous Assignment*, 96; *Lilli Palmer Show*, 16; *Hopalong Cassidy*, 86, and *The Life of Riley*, 17.

* * *

United Television Programs announced last week the sale of four different half-hour program series, amounting to a $26,000 film package, to WBRC-TV Birmingham. The sale consists of 52 *Royal Playhouse*, 39 *Dick Tracy*, 13 *Hollywood Off-Beat* and 26 *Hank McCune* shows.

Distribution

Louis Weiss & Co., Los Angeles, has signed contracts to distribute a series of 52 quarter-hour TV programs, *The Adventures of Daniel Boone.*

* * *

Southland TV Film Distributors, Hollywood, has been formed by **Charles Weintraub,** president of Quality Films, that city, and **David** and **William Bresler,** owners of Bresler Ice Cream Co., Chicago, to distribute motion pictures to TV. The firm is headquartered at 1680 Vine St. with **William Bresler** in charge.

* * *

Larry De Soto, Hollywood TV film producer, has formed **Larry De Soto & Assoc.** at 177 S. Beverly Drive, Beverly Hills, to produce, distribute and package TV film series. Telephone is Crestview 5-4451.

Film People

Mickey Dubin has been named general sales manager of **Robert Lawrence Productions,** New York, in line with a program of "expanded services to clients." Mr. Dubin has been vice president of the Paul J. Fennell Co., Hollywood.

* * *

Bob Brahem, sales executive with United Artists Television Corp., New York, to **Screen Gems,** also New York, in sales capacity.

* * *

Jo Dine, public relations director, **Ziv Television Programs Inc.,** father of a son, John, born April 5.

SOARING TV COSTS CITED TO ASCAP

Television broadcasters, conferring with the music group on a new licensing agreement, have been told to show that costs have risen more proportionately than their revenue. Such an explanation is seen as painstaking and requiring much time.

TELEVISION broadcasters, who in recent months have had to answer questions from advertisers about the rising costs of television, now find themselves on the asking end of the same question in their negotiations with ASCAP for a renewal of the blanket licenses for the telecasting of ASCAP music which expire the end of this year [B•T, March 9].

Main question confronting the negotiators, who held their second meeting Wednesday, was said to be, "How much is too much money?" and there was little optimism that the final answer would be forthcoming until many more meetings have been held.

The group representing TV networks and stations which now have blanket licenses from ASCAP is stressing the fact that under the present "radio plus 10%" formula ASCAP's revenue from television has risen "fantastically" since 1949, when the original TV license contract was negotiated. The four TV networks are now paying ASCAP each year three times as much as the combined payments of the four nationwide radio networks, it was asserted.

Maintaining that such a condition is completely unreasonable, the broadcaster representatives are asking for a drastic reduction in the ASCAP blanket license fees.

To counter convincingly the ASCAP reply that fees would not have risen so sharply if the revenue of the TV broadcasters had not shot up just as fast, the TV negotiators will have to demonstrate that their costs of operation have increased even more rapidly. "We can do it," one of them said, "but it will take a lot of detailed explanations and that's going to take a lot of time."

At last Wednesday's meeting, the TV broadcasters were represented by Omar Elder, ABC; W. Spencer Harrison and Louis Stone, CBS-TV; Donald H. McGannon, DuMont; Joseph A. McDonald, Thomas Belviso, and Howard Monderer. Representing ASCAP were Herman Finkelstein, Jules Collins, Richard Murray, and George Hoffman.

Ziv Radio Programs Find New Sponsors in Unions

USE by labor unions of entertainment radio programs to foster public relations was noted last week by Alvin W. Unger, vice president in charge of sales for Frederic W. Ziv Co.

Mr. Unger said several labor unions have bought Ziv radio programs designed as entertainment rather than "straight public service." Unions are using the programs, he continued, to make "frank appeals for new members and also to present the history and philosophy of labor unionism."

The trend apparently started, Mr. Unger said, with sponsorship of *Freedom, U. S. A.*, starring Tyrone Power, by Local 815, International Brotherhood of Teamsters, New York, beginning in late March. Since then, he added, Ziv's *I Was a Communist for the FBI* has been purchased by the AFL combined unions in Minneapolis; the Vigo County Bldg. & Construction Trades Council (AFL), Terre Haute, Ind., and UAW-CIO Local 113, Muskegon, Mich.

AP RADIO MEMBERS GAIN 59 in '52

AP General Manager Starzel also credits an increase in "day-by-day news cooperation" by stations. Total radio membership for 1952 was 1,185.

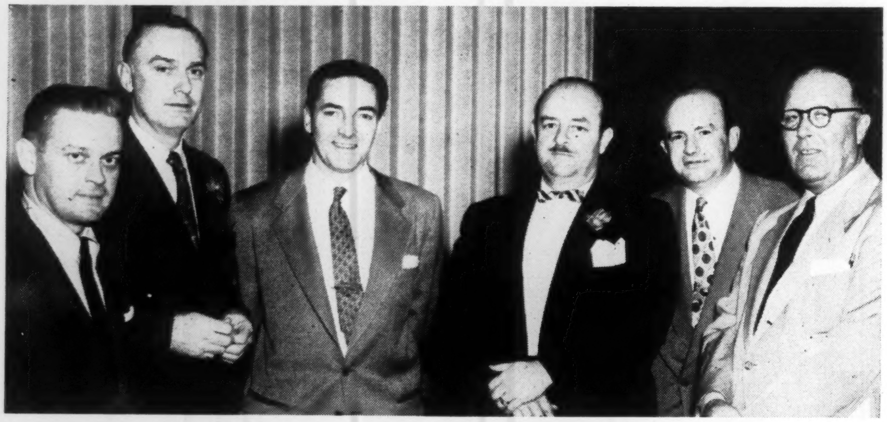
RADIO membership of AP rose to a total of 1,185 stations, a net gain of 59, during 1952, AP General Manager Frank J. Starzel said last week in his annual report, which also called attention to TV's "heavy impact" on sports and credited it directly with "heightened interest" in boxing.

"But progress was represented not alone by the increased number of associate member stations," he said. "It appeared also in the constructive approach by more and more stations toward day-by-day news cooperation."

580 Supply News

Some 580 radio members now supply news to AP on a regular or frequent basis, Mr. Starzel reported, adding that "many of that number are in 263 localities in which there are no newspaper members." KWIK Pocatello, he noted, was the "champion" with 816 stories contributed to the news report during the year.

The report underscored "the manner in which [station members] took group action on a plan to utilize to the fullest advantages of membership." The AP Radio Member Committee was formed in September as the nucleus of a larger committee, with expectations for "increasing benefits for all AP members through continuing study by the committee and the constant inter-



SPECIAL preview in Omaha of the *March of Time* TV film, "Omaha—Rail Metropolis on the Plains," is attended by, among others, representatives of the sponsoring Miller Brewing Co., *March of Time* and WOW-TV, which carries program locally. They are (l to r): William R. Brennan, *March of Time* sales representative; Frank Fogarty, WOW-TV general manager; George Gill, radio-TV director, Miller Brewing; Lyle DeMoss, station assistant general manager Charles E. Bentz, sales representative for Miller Brewing, and D. H. Clow, Omaha Beverage Co., which is a Miller Beer distributor.

ANOTHER FEATHER in the Chief's bonnet...

BRAVES BASEBALL on WEMP

Five years ago, WEMP became a top-flight, full-time independent radio station with 24 hours of music, news and sports.

On WEMP, the disc-jockey personality, the real air salesman, came into his own with names like "Coffeehead" Larsen, Robb Thomas, Bill Bramhall, Tom Shanahan, Joe Dorsey and Chuck Phillips. A four-man round-the-clock news staff, headed by Don O'Connor, was set up to provide the latest local news, FIRST.

Ten years of Brewer baseball became the springboard for play-by-play coverage by Earl Gillespie of Marquette University Football, University of Wisconsin and Milwaukee Hawks basketball.

Milwaukee found MOST of the things it wanted MOST of the time on WEMP—and responded overwhelmingly. Advertisers, local and national, seeking larger, more constant ratings, found up to twice the audience of net stations on WEMP per dollar spent.

WEMP became the number one Milwaukee radio buy. All departments were expanded with greater emphasis placed on public service and community affairs. More powerful FM service and extensive TV preparations followed.

These efforts won recognition in 1952 when WEMP was named to broadcast all Green Bay Packers games with Earl Gillespie feeding a 38-station network.

Now, the Miller Brewing Company has selected WEMP's Earl Gillespie to broadcast all the Braves' baseball games, again feeding a state network.

As the past blends with the future, it's clear that in Milwaukee more people listen to . . . more advertisers buy . . .

WEMP

DIAL 1340

WEMP-FM

93.3 MG

MILWAUKEE

HEADLEY-REED

National Representatives

change of ideas between the entire membership and AP management."

The Presidential campaign dominated AP radio news "and was marked by several innovations," Mr. Starzel noted. He cited the quarter-hour *Political Microscope* telescript, transmitted weekly until after the election and supplemented with a five-minute nightly political roundup, plus use of the regular features, *In the Background* and *Behind the World News*, to present special political features.

Another highlight, he said, was publication of the AP Radio News Style Book, by Andrew C. Lang.

Most widely used scripts, a survey showed, are sports features, women's features, and farm features, in that order.

Domestic newspaper membership dropped from 1,733 to 1,725, though there was a net gain of two leased wire members. Newspaper membership breakdown showed 885 afternoon, 302 morning, and 428 Sunday leased wire newspapers; 36 afternoon and one morning pony members, and 73 tri-weeklies, semi-weeklies, and weeklies. Outside the U. S., the number of radio stations, newspapers and other publications taking AP news and newsphoto services totaled 3,138 at the end of the year.

Gleeson Gets Vice President Post With UBS Tape Network

WILLIAM L. GLEESON, president of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.), under trusteeship in bankruptcy, and head of the Riverside advertising agency bearing his name, has been elected western division vice president of the Universal Broadcasting System, Boston, new tape network.

Richard Colton, UBS president, in announcing the appointment Thursday, said the new network plans to obtain about 500 affiliates over a two-year program. He said negotiations now are in process with about half that number of U. S. and Canadian stations, and that UBS expects to sign a large part of them at the NARTB convention.

UBS will establish West Coast studios and executive offices in Los Angeles, Mr. Colton said. Mr. Gleeson also will continue to maintain a Riverside office.

Mr. Colton said affiliate stations, under present plans, will be sent individual copies of the taped broadcasts, and added that UBS has a current backlog of programming for this summer assuring daily broadcasting for a total of about 15 hours a week. The programming will accent "all music, from symphony to hillbilly, and certain sports features," he said. He said affiliates are being encouraged to submit tapes of their own programs for possible use by UBS.

UBS headquarters at the NARTB convention will be at Suite 822 of the Clark Hotel, near by the Biltmore Hotel, Mr. Colton said.

H. A. Earnshaw Dies

FUNERAL SERVICES were held last Thursday in Glendale, Calif., for Harry Alfred Earnshaw, 74, retired Hollywood radio producer-writer, who died last Tuesday. As a partner in Earnshaw-Young Productions, Hollywood, he created *Chandu the Magician* and *Black and Blue* on the Don Lee Network in the 1930's Surviving are his wife, Vena, two sons, Harry and Fenton, both Hollywood radio-TV writers, and a daughter.

NEW GROUP FORMED TO COMBAT 'DEALS' AND ASSURE USE OF STANDARD RATES

Todd Storz and other members of KOWH intend to give impetus to an organization whose seal will tell the time chiselers, along with the legitimate buyers, that radio station members intend to abide by rate cards, without exception.

AMID growing reports of under-the-table deals in summer radio timebuying, a new association was formed last week to improve radio's business ethics and restore advertiser confidence in rate cards.

Member stations of the association will guarantee to do business only at published card rates and will submit copies of all contracts to the association for inspection which is intended to make sure they are respecting their guarantee.

The new organization is the American Radio Assn. It has been incorporated as a non-profit business in Omaha, Neb. The organizer is Todd Storz, general manager of KOWH Omaha.

Here's the way it will operate:

To be eligible for membership, radio stations must submit all rate quotations to the association and then provide the association with a copy of every contract it writes with a client. Station members will in turn be provided with a seal identifying them as members of the American Radio Assn. The seal may be displayed on rate cards, stationery, promotional material and advertisements.

Mr. Storz pointed out that advertisers and agencies will soon come to recognize the seal as the mark of a station that insisted on selling time only at published rates.

"It is not the purpose of this organization to 'convert' stations from bad to good habits," said Mr. Storz. "Rather than that, we want an association of stations already selling time only at their published rates.

"If the organization works as we hope it will, it will no longer be necessary for stations that become members to spend hours saying 'no' to advertisers and agencies asking for 'deals'. When they see that a station is a member of the association, they won't even ask for 'deals'."

The new association, which becomes operative May 1, has established a dues schedule for membership based on one-half of the station's daytime one-minute spot rate per month. The dues are intended only to defray the necessary overhead. In keeping with the non-profit nature of the organization, the books will be audited after one year of operation and the balance of funds on hand refunded on a proportionate basis to dues-paying stations.

The American Radio Assn.'s first officers and directors are all executives of KOWH Omaha. It is their plan, however, that an election of new officers and directors be held next November. At that election KOWH representatives will decline nominations and, in effect, turn the organizaion over to new leaders chosen by the membership.

"Our idea is simply to get the association organized," Mr. Storz told B•T last week. "By next November I hope several responsible people in the industry will have signified their interest in this association and that the members will elect them as officers and directors."

The founders hold the following offices: Mr. Storz, president and treasurer; Virgil Sharpe (KOWH program director), vice president and secretary. Messrs. Storz and Sharpe and G. William Armstrong (KOWH promotion manager) composes the board of directors.

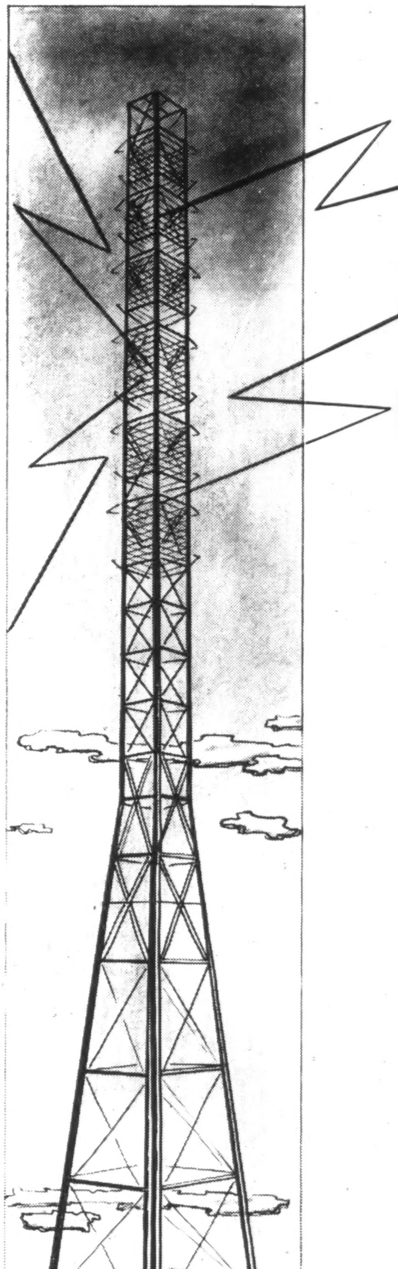
In telling B•T last week of his plans, Mr. Storz emphasized that the association would have nothing whatever to do with fixing rates. Member stations will retain absolute independence and authority to make their own rates and change them at will.

"As members of the association," he said, "they agree only that they will sell time at their published rates. It makes no difference what those published rates happen to be."

The purpose of requiring stations to submit copies of all contracts with clients, Mr. Storz explained, was to make certain that members were abiding by these conditions. The association will make spot checks of such contracts. If discrepancies are found between contract terms and rate cards, stations will be faced with loss of membership and hence loss of the identifying seal.

"I have every reason to believe that the association will be successful and that advertisers and agencies will have a real respect for the association seal," Mr. Storz said.

OFFICERS of the Alabama Associated Press Broadcasters Assn., shown after the group's annual meeting, are (l to r): Leroy Simms, AP correspondent at Birmingham, secretary; Curtis Liles, manager, WMLS Sylacauga, retiring president; Julian Smith, manager, WAGF Dothan, elected president, and Elmer Salter, manager, WAUD Auburn, vice president.



Sell More On 4 with KRON-TV's SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage... more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV 4
SAN FRANCISCO

NARTB CONVENTION PREPARATION HEADS INTO HOME STRETCH

Advance registration for NARTB's April 28-May 1 meeting reaches 1,300. High interest and attendance expected in technical and equipment phases. Special events and award to RCA Board Chairman Sarnoff, as well as a number of business sessions and tours, round out agenda.

NARTB last week wound up final details of the convention-week proceedings that start Tuesday, April 28, at the Biltmore Hotel, Los Angeles. With the industry's annual meeting just a week away, advance registration has reached 1,300. The figure is close to the normal registration at this time despite the West Coast locale.

In many respects the convention promises to set new standards, particularly in technical and equipment phases (all equipment story in feature section). Display space booked for exhibits indicates the largest industry representation in the association's history.

The seventh annual Engineering Conference, opening April 29 in Burdette Hall, across the street from the Biltmore, appears likely to draw record attendance, according to Neal McNaughten, NARTB Engineering Dept. manager, judging by advance registrations.

A feature of the Engineering Conference will be a Thursday afternoon symposium titled "Low Budget TV Operations," with James L. Middlebrooks, KING-TV Seattle, as moderator, Three operators familiar with the economic and engineering problems of smaller TV stations will take part in this panel. They are Leroy E. Kilpatrick, WSAZ-TV Huntington, W. Va.; Joseph Herold, KBTV (TV) Denver, and Orrin Towner, WHAS-TV Louisville.

Mr. McNaughten will wrap up the subject of new TV developments just prior to the panel. These include electronic recording of TV, transistors, flying-spot film scanners, improved lenses, three-dimension pictures and automatic station operation. FCC Comr. George E. Sterling will explain the Conelrad station silencing program that goes into effect May 15.

Clair R. McCollough, president of the Steinman Stations and chairman of the 1953 NARTB Convention Committee, will preside when formal sessions open on the morning of the 29th. He will introduce Brig. Gen. David Sarnoff, who will deliver the keynote address and then be presented with NARTB's First Annual Keynoter Award.

Special Events Set

A number of special events are scheduled ahead of the convention. They include the annual NARTB Golf Tournament Monday the 27th for the B•T trophy; Radio Pioneers dinner at the Los Angeles' Statler, Monday evening; meetings of convention panel groups, Monday; luncheon of NBC radio affiliates, Tuesday [B•T, April 13] and luncheon of state association presidents; other network gatherings Tuesday; engineering Conference reception, Wednesday; annual industry banquet, Thursday, Hollywood Palladium; luncheon for engineers and delegates Friday noon at Farmers Market, Hollywood, followed by open house at network Hollywood studios; inspection of Mt. Wilson "antenna farm" Saturday noon.

Four business events are scheduled Tuesday prior to the formal Wednesday opening. They include a TV membership business meeting and election of four TV board members, 10 a.m.; FM Workshop, at the same time; Broadcast Advertising Bureau's annual broadcast advertising meeting, 2 p.m.; All-Industry Affiliates Committee, 4 p.m.

Membership of the FM Workshop panel has been announced by Mr. McCollough as follows: Frances Knight, WORX (FM) Madison, Ind., local news; Paul Bartlett, KRFM (FM) Fresno, Calif., good music; Walter J. Brown, WDXY (FM) Spartanburg, S. C., sports broadcasting; George J. Volger, KWPC (FM) Muscatine, Ia., local events; Ben Strouse, WWDC-FM Washington, popular music and transitcasting; Hugh Boice Jr., WEMP-FM Milwaukee, popular music and storecasting; John H. Smith Jr., NARTB staff representative. A roundtable will follow.

The Wednesday management agenda includes, besides the keynote speech of Gen. Sarnoff, an address by NARTB President Harold E. Fellows, at noon; Five Cities Report, a scientific analysis of radio and TV station operating problems based on actual field studies, in the afternoon.

Thursday's management agenda includes an address by Thad H. Brown Jr., NARTB TV vice president; panel discussion on uhf; panel discussion on films and TV; luncheon address by the FCC Chairman and Voice of Democracy special feature; afternoon general session on small market TV, followed by workshops on labor, radio programs, radio merchandising, and sports and public events.

A half-day management program is scheduled Friday, opening with award of certificates in connection with the membership campaign; FCC panel discussion including Chairman Paul A. Walker and Comrs. Robert T. Bartley and George E. Sterling; Television Code report by members of the TV-Code Review Board; annual business meeting; noon adjournment.

Radio-TV Income May Reach $1.7 Billion in Few Years

COMBINED income of radio and television broadcast media will reach about $1.7 billion within a few years, one-fourth of the total advertising budget of the nation, according to Richard P. Doherty, NARTB vice president.

The two electronic media "are going to be the most effective means of overcoming today's and tomorrow's consumer resistance," he said, in an address Wednesday to the Worcester (Mass.) Ad Club.

Mr. Doherty estimated $1 billion of the $1.7 billion broadcast total will be TV revenue, profitably supporting at least 600 TV stations and four national TV networks. "The advertising man who forgets radio and resists television will soon be relegated to the case histories of yesteryear's success stories," he added.

The American economy has already entered into a buyer's market with slowly declining prices, according to Mr. Doherty. "An increase in total advertising expenditures and the more effective use of these advertising dollars are needed if American producers and merchants are to move more goods into consumer hands," he said. Greater sales volume at lower per-unit profit margins will be the key to business success in the year or two ahead. Advertising is the prime force which will accomplish this result."

NARTB Golf Tournament

ANNUAL NARTB golf tournament for the B•T silver trophies is scheduled Monday, April 28, with prizes for low gross and net scores. The tournament will be held at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Buses will leave the Biltmore Hotel at 9:15 a.m., with play starting at 10 a.m. Entries may be sent to Maury Long, B•T business manager, or to any B•T bureau.

Nixon to Speak at Dinner Of ANPA's Bureau of Adv.

FEATURED speaker at the 40th anniversary dinner of the American Newspaper Publishers Assn.'s Bureau of Advertising, to be held Thursday in New York as the closing event of ANPA convention week, will be Vice President Richard M. Nixon, according to Richard W. Slocum of the *Philadelphia Bulletin* (WCAU-AM-FM-TV), co-chairman of the dinner committee. Serving with Mr. Slocum is Maj. Gen. Julius Ochs Adler, *New York Times* (WQXR-AM-FM).

The ANPA convention begins Tuesday morning and will be held at the Waldorf-Astoria Hotel. Tuesday's agenda calls for various sessions according to newspaper size, while general sessions will be held Wednesday morning and the Bureau of Advertising program will be presented Wednesday afternoon. ANPA elections are slated Thursday morning.

Main feature of the Bureau of Advertising's program will be a "Publisher's Advertising Clinic" on Wednesday afternoon, at which Stuart M. Chambers of the *St. Louis Post-Dispatch* (KSD-AM-TV) and Harold S. Barnes, Bureau director, will speak.

Annual meetings of the AP, UP, and INS will be held in New York in conjunction with the ANPA convention.

RADIO RECOVERS FROM TV—SWEENEY

RADIO'S recovery from the inroads of television in most cities presages the brightest business year in sound broadcasting history, Kevin B. Sweeney, vice president of BAB, said in talks last week.

In different speeches before the Assn. of Advertising Agencies in Oklahoma City and at a meeting of major advertisers in the area last Monday, he declared that radio stations in Los Angeles and New York "are still prospering with many reporting their highest billings in history."

He stressed that this growth is continuing although there has been "maximum TV competition" over the past five years, since each city has seven TV outlets.

Acknowledging that TV cuts into the circulation of all media, Mr. Sweeney insisted that radio executives should be concerned with the question of "how soon can the circulation be regained," and added:

"Radio is fast regaining its nighttime circulation and has never lost any of its daytime circulation."

He cited radio's "plain pipe rack operation with no frills, just lots of circulation at low cost" as the reason advertisers were turning to radio in major TV markets. He called this "relatively low operating cost the best guarantee that radio will survive any dip in business better than competitive media."

XUM

Presenting . . .

TULSA'S NO. 1

"Woman of the Air"

Elizabeth Dikeman

- SHE SERVES . .
- SHE SELLS!

Elizabeth Dikeman's

"WOMEN are WONDERS"

Now at a NEW TIME

3:30-3:45 PM—Mon. thru Fri.

Has become a "Clearing House of the Air" for Women's Civic and Cultural Activities in Tulsa and Northeastern OKLAHOMA

PUBLIC INTEREST presented in the INTERESTING Manner.

★ Mrs. Dikeman Recently Was Honored by Her Selection to Represent Women of the Radio Industry in the ALTRUSA CLUB, International Organization of Outstanding Business and Professional Women. She Was Chosen President of the Newly-Organized Altrusa Club in Tulsa.

- ONE OF THE AIR PERSONALITIES WHO MAKE **KTUL** The "VOICE" THAT *SELLS MOST for MORE* TULSA MERCHANTS than ANY OTHER NETWORK RADIO STATION.
- ASK YOUR NEAREST AVERY-KNODEL, Inc. OFFICE

The AUDIENCE ACTION STATION

KTUL
TULSA

CBS
Radio
in Northeast Oklahoma

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

IAAB ADOPTS FIVE-POINT PROGRAM TO COMBAT SUPPRESSION OF SPEECH

Inter-American Assn. of Broadcasters, holding biennial assembly at San Juan, Puerto Rico, acts to protect rights of broadcasters in a series of resolutions.

FIVE-POINT program to combat aggressively any infringement on freedom of expression in the Americas was adopted last week by the Inter-American Assn. of Broadcasters, holding its biennial general assembly at San Juan, Puerto Rico.

In a series of resolutions, IAAB took direct action to protect basic rights of broadcasters. The association first resolved to take the following steps in any case involving aggression or suppression of freedom of information:

1—Radio association of the country will attempt to correct the situation.

2—If that fails, IAAB will act.

3—The Panama Radio-Press Doctrine will be invoked.

4—An appeal will be taken to the Organization of Latin American States, in Washington.

DELEGATES at Third General Assembly of Interamerican Assn. of Broadcasters, which met last week at San Juan, Puerto Rico (l to r): C. Seabra, Brazil; Malcolm Neill, Canada; Jose Ramon Quinones, Puerto Rico; Dr. Assis de Chateaubriand, Brazil; Goar Mestre, Cuba; Gilmore Nunn, USA; Fernando Electra, Panama. IAAB urged broadcast protection.

5—Finally, an appeal will be taken to the United Nations.

In other resolutions IAAB:

Decided to abide by principles and standards of Export Advertising Assn. maintaining rate cards and ethical practices. It was requested that agencies and advertisers do likewise.

Accorded NARTB the right to designate a person to represent the association in the council of the UN.

Granted the new president of IAAB, Emilio Azcarraga, authority to appoint three radio members (one each from the U. S. A., Canada and Chile) to serve with three press members of Inter-American Press Assn. as a committee of six to enforce the Panama Doctrine of freedom of expression.

Decided to support IAPA's implementation of the Panama Doctrine in its stand against the situation in Colombia.

Advocated allocation of permanent time periods to educational programming as a means of meeting government interference.

Adopted a resolution proposed by Malcolm Neill, of Canada (past president of Canadian Assn. of Broadcasters and operator of CFNB Fredericton, N. B.). It resolved that IAAB act to establish in all countries the fundamental thesis that broadcasting is publishing and should be accorded equal rights with all other media.

Urged expansion of information interchange between radio lawyers through creation of a legal branch of IAAB.

Resolved that countries not having radio regulatory laws should take steps to enact them.

Resolved not to accept propaganda from any government that does not endorse freedom of information; not to accept any propaganda from any source that supports ideology against freedom of information; not to accept programs of any radio station or system if contents oppose private broadcasting.

A vote of appreciation was extended NARTB and its delegate, Gilmore Nunn, WLAP Lexington, Ky. Mr. Nunn has served six years since IAAB was formed. NARTB was lauded for its moral and financial support, and particularly for its successful efforts to bring about lifting of NPA bans that blocked shipments of equipment to Latin American nations.

Mr. Neill told the conference IAAB could "render the utmost assistance to the Canadian situation, whereby the government exercise controls over all program material, by having it establish in each of the respective countries that broadcasting is 'publishing' news and 'must' have the same freedom as all other publication media."

Goar Mestre, Havana, Cuba, led a panel discussion of TV in Latin America. Fernando Eleta, Panama, said Mr. Mestre's "clear presentation has convinced me to proceed immediately with television."

Melchor Guzman, who is head of his own station representative firm and observer for Export Advertisers Assn., said, "The IAAB has dealt with many vital matters of economic importance on a very high plane. The association has raised the level of morality of rate integrity which will make a profound impression on agencies and advertisers dealing with Latin American broadcasters."

At the organization meeting Jose Ramon Quinones, Puerto Rico, was elected president for the week's sessions. Others elected to serve in official capacity for the week were Mr. Neill, vice president; Mr. Eleta, second vice president; Ricardo Vivado, Chile, third vice president; Felix Muguerza, Uruguay, secretary-general, and Antonio Alfonso, Puerto Rico, assistant secretary.

Azcarraga Heads IAAB

EMILIO AZCARRAGA, Mexican delegate, was elected president of Inter-American Assn. of Broadcasters at its biennial assembly last week at San Juan, Puerto Rico. Other officers: Jose Ramon Quinones, WAPA San Juan, first vice president; Ricardo Vivado, Chile, second vice president, and Luis Fernandez, Mexico, secretary general. Next IAAB board meeting will be held in February at Santiago, Chile. The fourth general assembly will be held in 1955, with the site resting among Peru, Cuba and Uruguay.

Mr. Mestre spoke of broadcasting's "enormous contribution to the diffusion of information" and warned that it must never "give up this conquest, inherent to the fundamental rights of men." He said broadcasters can offer this of men." He said:

The principle IAAB is defending can be summed by: "Free enterprise."

List of delegates follows: Balerio Sicco, Uruguay, Paraguay and Bolivia; Mr. Mestre, Cuba; Mr. Eleta, Panama; Mr. Nunn, U. S. A.; Felix Cardona, Victor Saume and Manuel Torrealba, Venezuela; Nestor de Maceda and Dr. Assis de Chateaubriand, Brazil; Boris Eserski and Raul Trabanino, El Salvador; Mr. Vivado, Chile; Mr. Neill, Canada; Eduardo Cavero, Peru; Dr. de la Rosa, Guillermo Salas, Antonio Cabrera and Clemente Martinez, Mexico; Mr. Quinones, Juan Piza, Julia Morales, Rafael Perez Perry, Jose Buitrago, Federico Virella, Alfonso Jiminez Aguayo, Alfredo Ramirez de Arellano, Jose Bechara Jr., Andres Camara, Hector Reichard, Agustin Camunas and Charlie Cordero, all of Puerto Rico; Gonzalo Bueno, UN; Carlos Berkowitch, UNESCO; Angel Ramos, Inter-American Press Assn.

Representing industry: Maury Long, B•T; Ing. J. F. Woodward, Admiral Corp.; R. Herbert Rosen, Audio Master Corp.; John Morrisey, Allen B. DuMont Labs.; Melchor Guzman, A. M. Martinez, Melchor Guzman Co.; Carl Haverlin, BMI; Cal Abraham, Steve Hanagan Assoc.

Officials of IAAB: Dr. Ramon L. Bonachea, Cuba, director general; Mr. Muguersa, director for South America; Mr. Alfonso, assistant secretary general.

ASNE WANTS LIFTING OF GOVT. NEWS CURBS

THE NATION'S newspaper editors want restrictions on news sources within the government removed to permit greater access to current happenings, they made clear last week at the annual convention of the American Society of Newspaper Editors.

Meeting Thursday-through-Saturday at the Statler Hotel, Washington, the editors heard talks by members of President Eisenhower's Cabinet along with a major peace address by the President.

As was the case a year ago, ASNE went into the secrecy order clamped on government departments over a year ago by President Truman. Principal discussion on the subject of freedom of information was scheduled Saturday morning. Slated to preside was James S. Pope, *Louisville Courier-Journal* and *Times* (WHAS-AM-TV), chairman of ASNE's Freedom of Information Committee.

Dr. Harold L. Cross, special ASNE counsel and author of *The People's Right to Know*, was scheduled to speak, along with Paul Block Jr., chairman of the Subcommittee on Atomic Information.

Lester Markel, Sunday editor of the *New York Times*, said the International Press Institute, which he founded two years ago under ASNE auspices, was disturbed by Voice of America goodwill broadcasts.

Over 400 editors and publishers took part in the three-day program.

XUM

To sell Cosmetics to inland Californians

(AND WESTERN NEVADANS)

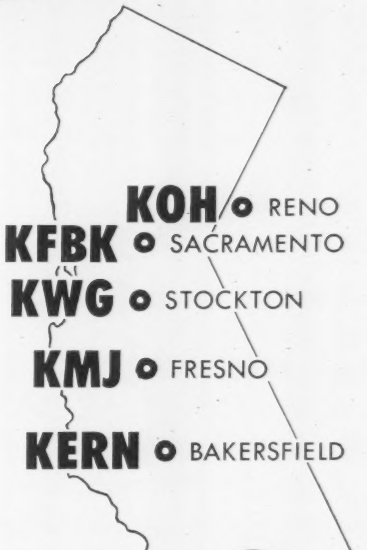
Be on the Beeline

Here's a *real* shortcut to beauty — the shortcut to the big, thriving cosmetic market of inland California . . . That shortcut is the Beeline, a five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

AAAA MEET STARTS THURSDAY IN W. VA.

Advertising's role in upping American living standards will be theme of the advertising agency association's meeting at White Sulphur Springs. Agency executives pepper the speakers' agenda.

ROLE OF advertising in raising America's living standards will be the central theme of the 35th annual meeting of the American Assn. of Advertising Agencies, to be held at The Greenbrier, White Sulphur Springs, W. Va., starting Thursday and continuing through Saturday.

The opening meeting Thursday morning, restricted to members, will be devoted to an executive session for the election of new officers and directors and the reports of the president and treasurer. The newly-elected board of directors will hold its organization meeting in the afternoon.

Reed Address

Keynoting the open session Friday morning will be Vergil D. Reed, vice president of J. Walter Thompson Co., New York, with a talk on "Us Uncultured Americans." He will make the point that culture is more widespread in the U.S. than is generally supposed.

Other speakers on Friday morning will be Marion Harper Jr., president of McCann-Erickson, New York, and vice chairman of the Advertising Research Foundation, on "Let's Call it Search and Research," and Bennett Cerf, publisher and television personality, on "Is American Taste Inclining, Declining, or Reclining?" The AAAA annual dinner, which will be held Friday night, will spotlight an address by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, on "Inside a Miracle." Presiding will be Henry M. Stevens, vice president of J. Walter Thompson Co. and vice chairman of AAAA.

Saturday morning's session will be devoted to a discussion by three agency executives on ways to approach the creation of more effective advertising to help sell Americans a higher standard of living. Speakers will be Walter O'Meara, senior vice president of Lennen & Newell, New York, who will present "an inquiry into the basic values of good copy, and what has become of them" in a talk on "Whatever Happened to Al?"; William D. Tyler, vice president of Leo Burnett Co., Chicago, on "What's so Different About Women?", and John H. Tinker Jr., senior vice president and creative director of McCann-Erickson, New York, on "A New Creative Breed?"

'Let Ike Do It'

The second half of Saturday's session, ending the convention, will explore the responsibility of business people—particularly advertising people—in today's society. Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.) and recently elected chairman of the board of The Advertising Council, will speak on "Let Ike Do It!" Under-Secretary of Commerce Walter Williams will summarize the discussions of the entire convention in a talk titled "Can We Get America to Live One-Third Better?"

Preceding the convention on Wednesday will be the fourth annual council and chapter governors' day at which governors of the six AAAA sectional councils and 16 chapters will meet in an all-day conference to exchange information on activities. The AAAA golf tournament and other sports activities will be held on Friday afternoon under the direction of Sports Chairman Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, New York .

There will be special events for ladies throughout the convention, with Mrs. John P. Cunningham as head of the Ladies Hospitality Committee.

SMPTE Plans Video Studies On April 28 at L. A. Meet

VARIOUS facets of television will be examined April 28 during the five-day semiannual convention of the Society of Motion Picture & Television Engineers starting Monday at the Los Angeles Statler Hotel.

With Earl I. Sponable, technical director of research, 20th Century-Fox Film Corp., New York, as chairman, the morning session will include a tour of CBS Television City where the meeting will be held. Three papers to be read include "Low Cost Versatile Kine Recording Camera," by John H. Battison, National Radio Institute, Washington, D. C.; "Closed Circuit Video Recording for a Fine Music Program," by W. A. Palmer, president of W. A. Palmer Films Inc., San Francisco, and "CBS Television City—Audio and Video Facilities," a combined paper by R. S. O'Brien, R. B. Monroe and P. E. Fish of CBS-TV, New York.

Alex G. Jensen, director of television research, Bell Labs., New York, will preside at the evening session in the Statler Hotel when five papers are to be read and discussed: "Increasing the Efficiency of Television Station Film Operations," by R. A. Isberg, consulting TV engineer, Palo Alto, Calif.; "Fundamental Problems of Subscription TV: The Telemeter System," by Louis N. Ridenour and George W. Brown, technical executives, International Telemeter Corp., Los Angeles; "The NTSC Color Television System," by I. J. Kaar, General Electric Co., Syracuse, and "Optical and Electrical Equivalents in Television and Photography," by Otto H. Schade, RCA Victor Div., Harrison, N. J.

Doherty Says Stations Unite Profit Motive with Ethics

RADIO and television stations maintain high public service standards as a result of sound management in which the profit motive is combined with high ethics, Richard P. Doherty, NARTB vice president in charge of labor relations, told the Boston Executives Club Tuesday.

Speaking on "The Executive's Responsibility," he carried out his theme by noting that broadcast ownership and management are as vitally concerned with profits and a solid return on investment as any group of businessmen.

"The typical radio and television strives to serve the community and to contribute to its welfare," Mr. Doherty said. "You will find such stations taking an active part in the promotion of worthwhile national causes. Such stations practice ethics which reject certain programs or advertising which, while very profitable, would reflect adversely on the broadcasting industry as a whole."

LEITHEAD TO HEAD BRAND NAMES GROUP

BARRY T. LEITHEAD, president of Cluett, Peabody & Co., New York, was elected chairman of the board of directors of Brand Names Foundation Inc. at the annual business meeting of the organization in New York Wednesday. He succeeds John W. Hubbell, vice president of the Simmons Co., who will continue as an honorary director.

Mr. Leithead

Elected vice chairmen of the foundation's board were Don Francisco of J. Walter Thompson Co., New York, and Charles T. Lawson, vice president of Nash-Kelvinator Corp., Detroit. James Hill Jr., president of Sterling Drug Inc., New York, was named chairman of the executive committee, and Louis Hausman, administrative vice president of CBS Radio, treasurer. Henry E. Abt was re-elected president.

New directors chosen for one-year terms include Thomas F. O'Neil, board chairman and president of Mutual, and Mr. Hausman. Incumbent directors re-elected for one-year terms were: Mr. Francisco, Robert M. Ganger, president, P. Lorillard Co., New York; Palmer Hoyt, publisher, *Denver Post;* E. S. Hartwick, vice president, Carnation Co., Los Angeles; Mr. Lawson; John Platt, vice president, Kraft Foods Co., Chicago, and Burton R. Tuxford, vice president, Drexel Furniture Co., Drexel, N. C.

Directors named by trade associations and associations of advertising media to serve one-year terms include William B. Ryan, BAB president; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Paul West, Assn. of National Advertisers.

McDaniel Underscores Future Of Industrial Electronics

INDUSTRIAL electronics is on the threshold of a tremendous development and the small manufacturer will be just as vital in this field as he has been in the growth of radio and television.

Glenn McDaniel, general counsel and past president of Radio-Television Manufacturers Assn., as luncheon speaker made this prediction Wednesday at start of the three-day Electronics Conference in the Ambassador Hotel, Los Angeles.

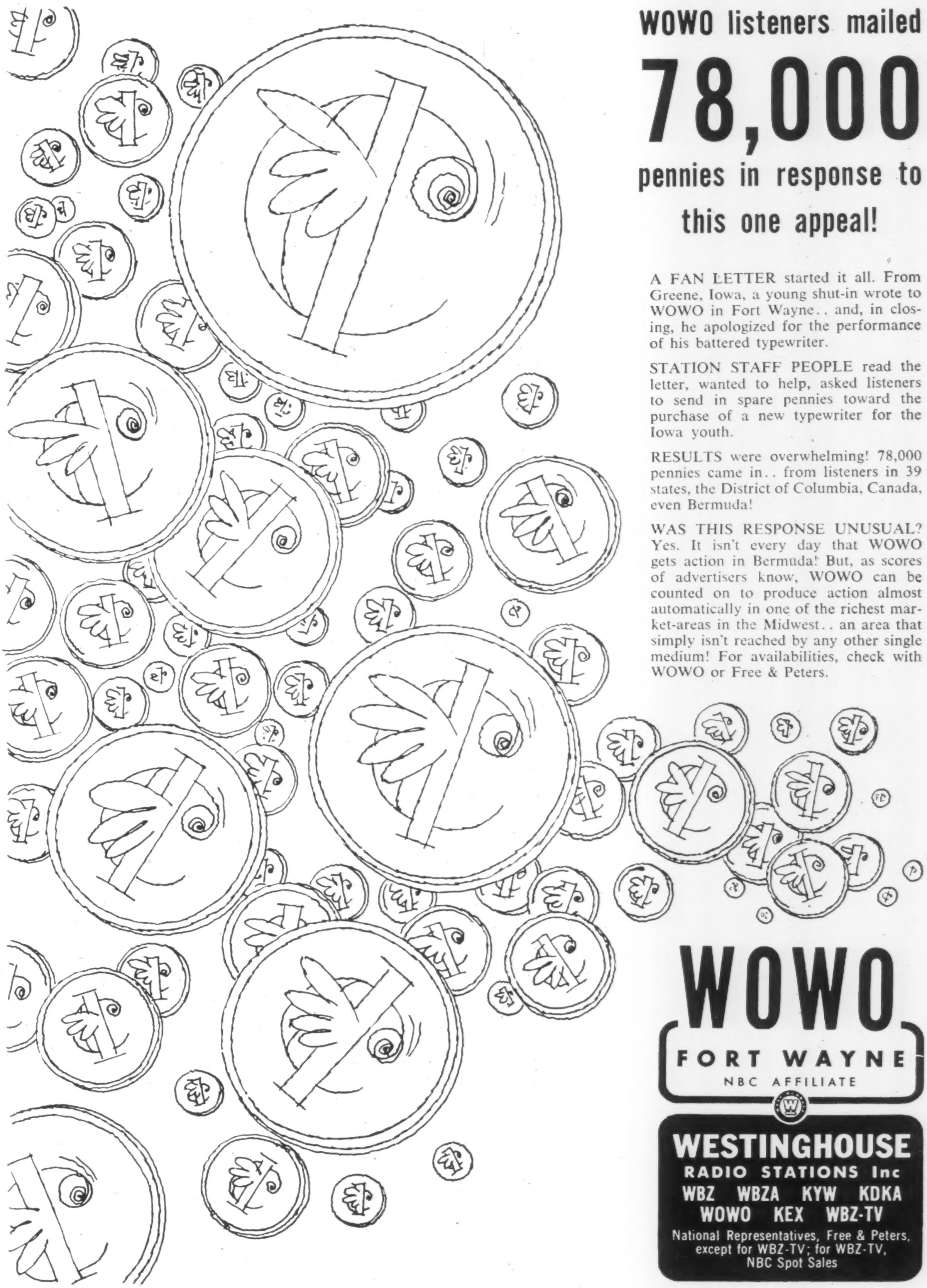
Attended by 300 manufacturers, electronics experts and technicians, the conference was a joint effort of the RTMA of the U. S. and Canada and West Coast Electronics Manufacturers Assn.

Speaking on "The Outlook for Small Electronics Manufacturers," Mr. McDaniel said that 70% of RTMA's members are in the small business field, qualifying under that definition because they employ less than 500 persons.

Mr. McDaniel said congress now has under consideration the question of additional legislation "to provide continued, or even better, protection for the small businessman and manufacturer than heretofore."

First such conference held on the West Coast, Thursday and Friday were given over to closed door committee meetings, with the Canadian and U. S. RTMA directors holding respective board sessions.

XUM



WOWO listeners mailed

78,000

pennies in response to this one appeal!

A FAN LETTER started it all. From Greene, Iowa, a young shut-in wrote to WOWO in Fort Wayne.. and, in closing, he apologized for the performance of his battered typewriter.

STATION STAFF PEOPLE read the letter, wanted to help, asked listeners to send in spare pennies toward the purchase of a new typewriter for the Iowa youth.

RESULTS were overwhelming! 78,000 pennies came in.. from listeners in 39 states, the District of Columbia, Canada, even Bermuda!

WAS THIS RESPONSE UNUSUAL? Yes. It isn't every day that WOWO gets action in Bermuda! But, as scores of advertisers know, WOWO can be counted on to produce action almost automatically in one of the richest market-areas in the Midwest.. an area that simply isn't reached by any other single medium! For availabilities, check with WOWO or Free & Peters.

WOWO

FORT WAYNE

NBC AFFILIATE

WESTINGHOUSE

RADIO STATIONS Inc

WBZ WBZA KYW KDKA

WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Presidential Coverage Survey On 'Bias' Found 'Not Feasible'

A SIGMA DELTA CHI committee last week found "not feasible" a proposed survey to determine if radio, television, press and magazine coverage of the 1952 Presidential elections was unfair.

The committee, named Dec. 22 by SDX President Lee Hills and headed by J. D. Ferguson, president of the *Milwaukee Journal* (WTMJ-AM-TV) [B•T, Dec. 22, 1952], reported it "knows of no formulae that would meet the magnitude and complexities of the problem . . ." The group met at Washington's Statler Hotel last Wednesday.

The SDX committee expressed belief that cataloguing the performances of individual stations and publications would be possible, but found "no solution" to the problem of weighing such material "objectively" to arrive at a "sound collective judgment of bias or lack of bias."

Basic Research Cited

One member, Dean Earl English of the U. of Missouri School of Journalism, recommended that SDX direct energies "toward basic research . . . in preparation for the day when at least segments of the overall undertaking may be properly evaluated." Member Barry Bingham, president of the Louisville *Courier-Journal* and *Times* (WHAS-AM-TV), believed a foundation could be interested in making such a survey. Member Edward R. Murrow, CBS board member and radio-TV commentator, was absent.

Other members: Benjamin M. McKelway, editor, Washington *Star* (WMAL-AM-FM-TV); Turner Catledge, managing editor, *New York Times* (WQXR-AM-FM), and Carson F. Lyman, managing editor, *U. S. News & World Report.*

FAB Acts to Protest Bill Repealing Libel Exemption

MEMBERS of the Florida Assn. of Broadcasters have been asked to send their protests to members of the Florida legislature in helping to kill a bill which would repeal a law exempting radio and television stations from damage suits resulting from defamatory statements made on broadcasts.

FAB President George W. Thorpe, WVCG Coral Gables, sent telegrams Tuesday to FAB members asking them to protest the bill introduced by Rep. Fletcher Morgan. The bill, now in committee, will be killed there if the FAB hopes are realized.

Rep. Morgan said the Florida law, which gives broadcasters immunity from liability for defamatory statements aired on their facilities, slipped through the legislature in the dying days of the 1945 session without members being aware of their action.

The law protects broadcasters from liability for defamatory statements broadcast over their stations by anyone other than employes, providing the libel is broadcast after operators have taken "due care" to avoid it.

Rep. Morgan said his measure would put radio and TV stations on the same basis as newspapers, as far as responsibility for libelous material is concerned. He said, however, that his bill would not make local stations responsible for utterances on network broadcasts.

GAP IN STATISTICAL KNOW-HOW CUTS INTO STATION REVENUE

New worry for radio station salesmen and representatives is discounting by timebuyers of program audiences by applying program ratings not to total number of radio homes in area but to station's total weekly audience.

RADIO station salesmen and representatives, who for several years have argued themselves hoarse in combatting the cynical Madison Avenue attitude that "since television, nobody listens to the radio any more," now have a new cross to bear.

Since the distribution of reports by Nielsen Coverage Service and Standard Audit & Measurement Services of their nationwide surveys of station audiences, made last year, timebuyers to an alarmingly large degree have begun to discount program audiences by the erroneous practice of applying program ratings, not to the total number of radio homes in the area measured, but to the station's total weekly audience as reported by NCS or SAMS.

A typical example—and unfortunately a real one—was reported to B•T last week by an irate station representative. A Chicago station represented by his firm, he said, serves an area containing more than 5 million radio homes. A program with a rating of 3, broadcast by that station, would be heard by 155,000 families. But he found the timebuyer for a well-known agency applying the rating to the station's total weekly audience, as reported by NBC, of about 1,600,000. This gave the program in question a total audience of 48,000 families, a degradation of some 66%.

"I was robbed of two-thirds of the actual audience," he shouted, "and I couldn't convince the guy that he was wrong."

Spot Business Lost

Such statistical ignorance, no matter how innocent, is currently cutting into the spot revenue of the nation's radio broadcasters, particularly where the business also is being solicited by competitive TV stations, for the timebuyers do not use the same system in calculating TV program audiences. Here they disregard the SAMS or NCS figures as a year old and therefore obsolete, using instead the latest figure for TV sets in the market and applying the program rating to that figure to determine the count of viewing families reached by the program.

"They're building TV up while they tear radio down," the representative exclaimed. "Something's got to be done about it."

Station Representatives Assn., through its Committee on Audience Measurements, has taken the first step toward correcting this distressing situation by inviting the presidents of the two organizations which made the station audience surveys—A. C. Nielsen and Kenneth Baker—to explain their studies and the ways in which they should and should not be used to a meeting of station representatives and agency timebuyers [B•T, April 13].

Queried on Thursday, Ward Dorrell, research director of John Blair & Co., chairman of the SRA committee, said that a prompt acceptance had been received from Dr. Baker but that he had not yet heard from Mr. Nielsen. As soon as that reply is in, the meeting will be set for the earliest possible date, Mr. Dorrell said.

While waiting for the official explanations of the station audience figures, a few statistical facts may help to clarify things:

Radio program ratings are percentage figures, telling what per cent of all radio homes in the area covered are listening to the program being rated. The area may be the city proper, city and suburbs, a 20-mile or larger radius comprising the normal trading area, or the full area covered by the station's signal. Ratings are normally obtained by a sample through various methods, including telephone coincidental, personal interview, diary and Audimeter.

Station audience figures tell how many families report listening to a station once or more a week, those listening at least once a week being included in the station's total weekly audience. These figures are derived from nationwide surveys, made like the ratings in a variety of ways. SAMS made its survey on the basis of postcard questionnaires mailed to radio families throughout the nation. NCS was made by the personal interview method, also on a nationwide scale.

Ratings are program measurements, reporting on the audiences of individual programs at particular times. Station audience figures are overall figures for nighttime or daytime listening during the week of the survey and cannot accurately be applied to any particular broadcast period within the week.

Program ratings and station audience measurements are two different kinds of measurements and they cannot be mixed with any result except distortion or confusion.

FRANCO TO CROSLEY AS CONSULTANT

CARLOS A. FRANCO, New York agency executive, has joined Crosley Broadcasting Corp. as a consultant, according to a joint announcement last week by James D. Shouse, Crosley board chairman, and Robert E. Dunville, president.

Mr. Franco

Mr. Franco, former general manager of radio and television at William H. Weintraub & Co., New York, "will be consulted on sales and allied problems for the Crosley operations in Cincinnati, Dayton, Columbus, Atlanta and New York," the Crosley executives said. Mr. Franco will divide his time among all Crosley offices.

Before his Weintraub position, Mr. Franco served in an executive capacity with the Kudner Agency. From 1935 to 1949 he was with Young & Rubicam.

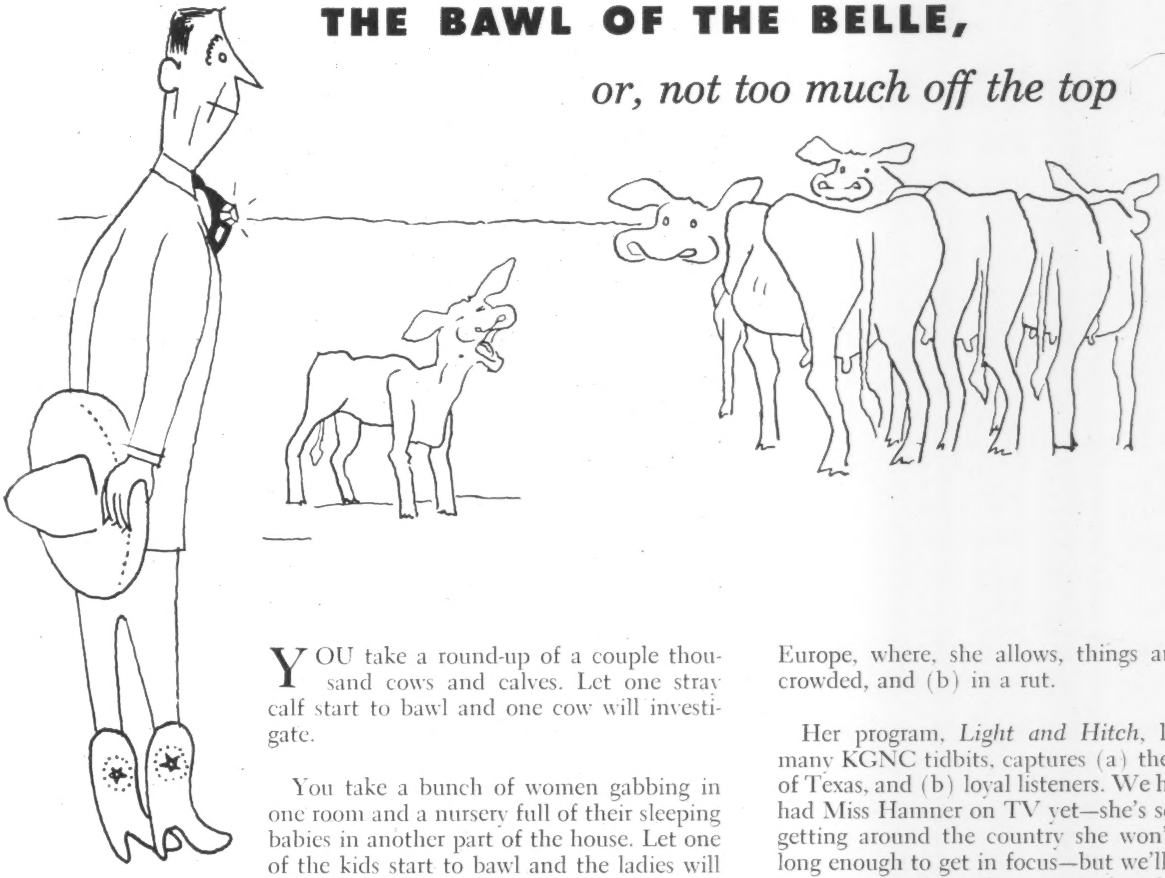
WJAZ Burglarized

EQUIPMENT thieves have victimized WJAZ Albany, Ga., the station reports. Burglars recently broke in and stole a 1 Channel Gates remote box, serial number unavailable, an RCA Type 77D microphone, an R. C. Allen typewriter, a Smith Corona typewriter, and miscellaneous tools. William E. Blizzard Jr., director of station operations, requests that broadcasters be on the lookout for persons trying to sell this equipment.

XUM

THE BAWL OF THE BELLE,

or, not too much off the top



YOU take a round-up of a couple thousand cows and calves. Let one stray calf start to bawl and one cow will investigate.

You take a bunch of women gabbing in one room and a nursery full of their sleeping babies in another part of the house. Let one of the kids start to bawl and the ladies will *all* light out for the nursery.

We draw no conclusions from this. We wouldn't say that cows are smarter than women—we know what side our bread is buttered on. Furthermore, our Miss Laura V. Hamner would beat the tar out of us if we made any cracks. She's past 80, recently completed the 500th consecutive broadcast of her program about high plains personalities, knows as much Texas history as J. Frank Dobie, and just got back from a trip to Europe, where, she allows, things are (a) crowded, and (b) in a rut.

Her program, *Light and Hitch*, like so many KGNC tidbits, captures (a) the spirit of Texas, and (b) loyal listeners. We haven't had Miss Hamner on TV yet—she's so busy getting around the country she won't stop long enough to get in focus—but we'll catch her yet, if only to hear again her favorite story. It's about a cowhand, complete with Stetson and full snoot, who stumbled into a barber's chair and demanded a haircut. "Please take off the hat," said the barber. "Oh, 'scuse me," he replied. "Didn't know they was ladies present."

KGNC AM & TV

Amarillo

NBC AFFILIATE

Represented nationally by the O. L. Taylor Company

TV STATION MARK: EIGHT DEBUT IN WEEK

These new commercial outlets increase by 14% the number of post-thaw stations. Some eight more commercial stations, and nation's first noncommercial-educational are scheduled to begin in next fortnight.

EIGHT new television stations—all uhf—began commercial operation during the last week. This is a 14% increase in the number of post-thaw TV stations, and the greatest number of TV stations ever to begin commercial programming in a one week period.

In the week of April 14 to April 20, the total number of pre- and post-thaw outlets which are operating commercially rose to 165. Of this number, 57 are post-thaw stations, of which 29 are vhf and 28 uhf. There is a total of 137 vhf stations operating on a commercial basis, of which 108 were operating when the four-year TV "freeze" was lifted.

In the next two-week period, from April 21 to May 4, some eight commercial stations are expected to begin programming. The nation's first noncommercial educational station also will begin during this period.

The eight new starters last week—stations not before counted by B•T as programming commercially—are:

WCOS-TV Columbia, S. C., uhf Ch. 25, represented by Headley-Reed TV, affiliated with ABC-TV and carrying some NBC-TV programs, began April 15.

WEEU-TV Reading, Pa., uhf Ch. 33, represented by Headley-Reed TV, affiliated with NBC-TV, began April 15.

WHP-TV Harrisburg, Pa., uhf Ch. 55, represented by The Bolling Co., began April 15.

WLBC-TV Muncie, Ind., uhf Ch. 49, represented by Walker Representation Co., affiliated with CBS-TV and DuMont, began April 15.

WTVO (TV) Rockford, Ill., uhf Ch. 39, represented by Weed-Television, affiliated with NBC-TV, began April 17.

WLOK-TV Lima, Ohio, uhf Ch. 73, represented by H-R Television Inc., began April 18.

WAFB-TV Baton Rouge, La., uhf Ch. 28, represented by Adam Young Television Inc., affiliated with all four networks, began yesterday (Sunday).

WKNX-TV Saginaw, Mich., uhf Ch. 57, represented by Gill-Perna and "affiliated with more than one network," begins today (Monday).

Eight to Start

These are the eight stations which expect to start programming within the next fortnight:

KCBD-TV Lubbock, Tex., vhf Ch. 11, represented by John E. Pearson TV Inc., affiliated with ABC, aiming for April 26.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, represented by O. L. Taylor Co., aiming for April 26.

KTYL-TV Phoenix-Mesa, Ariz., vhf Ch. 12, represented by Avery-Knodel Co., aiming for April 26.

KVOS-TV Bellingham, Wash., vhf Ch. 12, represented by Forjoe & Co., aiming for May 1.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William G. Rambeau Co., aiming for May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks, aiming for May 1.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John E. Pearson TV Inc., aiming for May 3.

WGLV (TV) Easton, Pa., uhf Ch. 57, represented by Headley-Reed, aiming for soon after May 1.

There are seven additional outlets which anticipate programming sometime during May. They are:

WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 54, represented by Weed-Television, affiliated with CBS-TV, expects to start testing no later than May 9 with commercial programming to start May 15. The station will carry major league baseball May 25.

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters Inc., affiliated with all four networks, plans to start approximately May 15.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed, plans to start after May 15.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by the William G. Rambeau Co., plans to start after May 15.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Co., plans to start May 25.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Co., plans to start May 28.

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Meeker TV Inc., plans to start between May 15 and June 1.

To Program Three Hours

The first noncommercial educational TV station, which was due to begin April 16, reportedly will start on May 4. It is KUHT (TV) Houston, Tex., vhf Ch. 8. Another noncommercial outlet, KUSC-TV Los Angeles, uhf Ch. 28, is reported ready to start as soon as final units for its transmitter arrive.

- WLOK-TV Lima, Ohio, uhf Ch. 73, went on the air last Saturday (April 18), with an inaugural telecast which began when former FCC Comr. Robert F. Jones, Lima native and now Washington attorney, pulled the switch putting the station on the air. Other Lima business, civic, educational and religious leaders participated in the opening telecast. Regular telecasting started yesterday (Sunday). The station is represented by H-R Television Inc.

- WEEU-TV Reading, Pa., uhf Ch. 33, formally was dedicated last Wednesday night (April 15) with an hour-long program, "Premier Performance." Prominent Reading and Berks County citizens participated in the dedicatory program. Both Reading newspapers, the *Reading Eagle* and the *Reading Times*, carried extensive stories on the station's opening.

- WKST-TV New Castle, Pa., uhf Ch. 45, began regular programming on a limited basis last Wednesday evening (April 15) after conducting test pattern operations since April 5 [B•T, April 6]. Currently the station is on the air from 7 to 10 p.m. with news, sports and other programs, and will expand its programming "as quickly as possible." Sam W. Townsend is president of the outlet, represented by Meeker TV Inc.

- WICC-TV Bridgeport, Conn., uhf Ch. 43, on the air "informally" since March 29, made its formal debut April 12 when Connecticut Gov. John Lodge cut the tape and declared that the new station would be a valuable asset to the state.

- KRTV (TV) Little Rock, Ark., uhf Ch. 17, which began operating April 5 [B•T, April 6], has named Pat McDonald manager of the station [At DEADLINE, April 13]. Mr. McDonald was manager of WHHM Memphis, and also was active in the NARTB. KRTV (TV) is a CBS-TV affiliate but carries programs from other networks as well. It is represented by John E. Pearson Television Inc.

Mr. McDonald

- John J. Smith, for the Sparks-Withington Co., told B•T that the Sparton Broadcasting Co., owned by the cabinet-manufacturing firm, should begin operation in uhf Ch. 16 in Cadillac, Mich., late November 1953. Mr. Smith said the national sales representation, network affiliation and equipment are not yet firm.

- Rogan Jones, president of KVOS-TV Bellingham, Wash., told a group of Canadian advertising executives in Toronto that Canadians in the Vancouver-Victoria, B. C., area will have TV programs from south of the international border starting May 1.

KVOS-TV will be on vhf Ch. 10 with 33 kw ERP for three hours each evening, Mr. Jones disclosed. KVOS-TV is represented in Canada by H. N. Stovin, and in the U. S. by Forjoe TV Inc.

NEW TV GRANTEES SEE FALL STARTS

FALL starting dates are planned by most of last week's seven new TV station permittees (see story page 68).

Edward G. Smith, general manager, WTCN-TV Minneapolis, Minn., granted share-time on vhf Ch. 11, asserted the station—the third vhf outlet in the Twin Cities—will be placed on the air with greatest possible speed. A fall starting date is planned. GE equipment has been ordered. While network negotiations have not yet been entered, it is presumed the station will affiliate with ABC-TV since WTCN-AM is an ABC affiliate. National representative has not yet been selected.

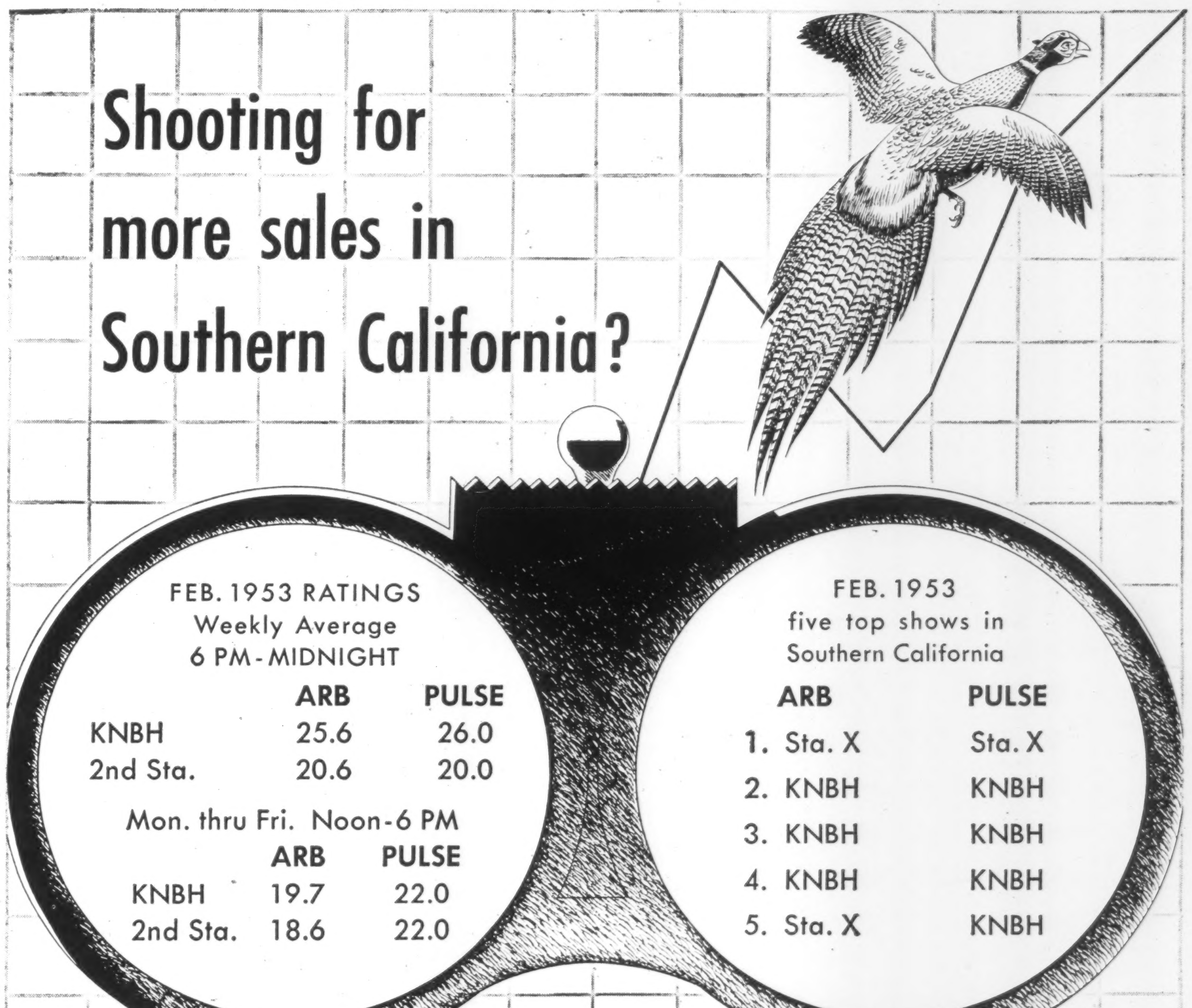
A representative for WMIN-TV St. Paul, Minn., the other Twin Cities vhf Ch. 11 share-time grantee, also said a mid-September start was planned.

R. Morris Pierce, president, WDOK Cleveland, said Thursday that he would function as president and general manager of Tri-State Television Inc., granted uhf Ch. 15 for Waterloo, Iowa. RCA equipment has been ordered, he said, and he hopes to be on the air by Oct. 1. He said the station would be only 15 miles from the AT&T relay and that no other service is now available to the Waterloo area. Neither network affiliation nor national representative has been announced.

WROW-TV Albany, N. Y., plans its operation on uhf Ch. 41 in about six months. Harry L. Goldman, general manager, said the application specified GE equipment. WROW-AM representative is the Bolling Co.

Robert C. Goshorn Dies

ROBERT C. GOSHORN, 62, president of KWOS-AM-FM Jefferson City, Mo., and publisher of the *Post-Tribune* and *Capital-News* in the Missouri capital, died at his home there Wednesday after a long illness. Survivors include his wife and a daughter, Mrs. Betty Goshorn Handy, Jefferson City.



Shooting for more sales in Southern California?

FEB. 1953 RATINGS
Weekly Average
6 PM-MIDNIGHT

	ARB	PULSE
KNBH	25.6	26.0
2nd Sta.	20.6	20.0

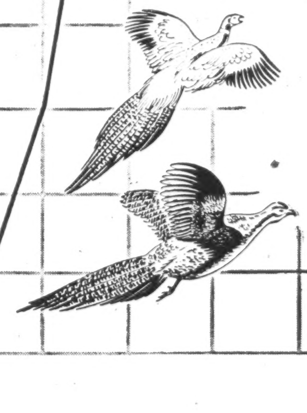
Mon. thru Fri. Noon-6 PM

	ARB	PULSE
KNBH	19.7	22.0
2nd Sta.	18.6	22.0

FEB. 1953
five top shows in
Southern California

	ARB	PULSE
1.	Sta. X	Sta. X
2.	KNBH	KNBH
3.	KNBH	KNBH
4.	KNBH	KNBH
5.	Sta. X	KNBH

KNBH FIRES BOTH BARRELS TO BAG MORE PROFITS FOR YOU!



Southern California spends *$120. more per capita* on retail sales than the average for the United States! That's the best proof that the KNBH area is where your TV advertising can build more sales for you. For proof about which station gives you best coverage, look into the double-barreled shotgun above!

NBC HOLLYWOOD

KNBH *Channel* **4**

HIGH-POWER PIONEER FINDS SIGNAL GREATLY IMPROVED

WHAS-TV service area increases with boost to 316 kw on Ch. 11. Monitoring reports excellent reception in distant areas.

WHAT happens when a television station greatly increases its power?

Plenty, according to WHAS-TV Louisville, after more than two months of operation with sextupled power.

Pioneering high-power transmission with new techniques in amplification, WHAS-TV moved Feb. 7 from 50 kw on Ch. 9 to the maximum permissible power of 316 kw on Ch. 11. Since then it has found on the basis of extensive monitoring reports that the service area has been vastly increased and the signal in areas already served has been greatly improved.

Under direction of Victor A. Sholis, WHAS Inc. vice president and director, and Orrin W. Towner, chief engineer, WHAS-TV cooperated with General Electric Co. in construction of an amplifier that would produce 316 kw from a 12-bay antenna installed in 1950 [B•T, Feb. 19].

Amplifier Modified

The 20 kw GE amplifier was modified to turn out 28 kw, employing Mr. Towner's ideas.

Prior to the Feb. 7 changeover, WHAS-TV arranged for checks by 150 monitors, mostly dealers and servicemen augmented by viewers who had previously written to the station. All were at least 40 miles from the antenna.

The monitors wired, phoned and wrote reports as soon as the increased power was in operation. Two weeks later WHAS-TV asked them for later reports based on a longer period of observation. In addition, large numbers of unsolicited reports came from other viewers.

A general summary of some of the major developments as reported by WHAS-TV follows:

1—The power increase provided a "vast improvement" in reception across the outlying areas.

2—Distributors reported a "hot pickup" in receiver sales in the former fringe area.

3—Servicemen were called upon for an amazingly small number of receiver adjustments, far below anticipations.

4—Many fringe area viewers who reported bad reception initially found after antenna tuning to Ch. 11 that reception was satisfactory. Where a booster had been used for the 50 kw picture signal, reports came that Ch. 11 reception was better without a booster.

5—A "great number" of poor reception reports were traced to the use of an all-wave antenna.

6—It had not been anticipated the power boost would enable WHAS-TV to serve Evansville, Ind., 102 air miles away, with consistency. This proved to be correct, although on days of poorest TV reception "the inadequate WHAS-TV signal is still the strongest."

7—The shift from Ch. 9 to 11 eliminated the problem of second harmonic interference previously experienced from an FM outlet, but picked up similar interference from two other FM outlets. WHAS-TV feels this probably "will become a problem to many other TV stations and will require corrective measures by FM operators."

8—Reports of interference from WTTV(TV) on Ch. 10 in Bloomington, Ind. (scheduled to move to Ch. 5 this fall), were received. Viewers using better antennas in the same area reported interference.

The city-by-city reports reflected notable improvement in the quality of reception. The reports to WHAS-TV include these typical results of increased power:

Carrolton, Ky. (43 air miles)—Much better picture; sound excellent; best picture; some interference from Ch. 12.

Frankfort, Ky. (48 air miles)—Reports consistently good; several viewers indicated difficulty, possibly due to antenna or extremely hilly terrain; an excellent picture with practically any type antenna.

Hodgenville, Ky. (48 air miles)—Enthusiastic reports; considerable improvement.

Campbellsville, Ky. (68 air miles)—Picture and audio excellent; "almost as clear as in Louisville."

Lexington, Ky. (70 air miles)—Excellent picture, booster no longer necessary; signal "now perfect."

Lancaster, Ky. (80 air miles)—Fair to good picture at first; later reports highly favorable.

Hartford, Ky. (86 air miles)—First reports indicated weak signal; later reports showed unsteady picture.

Bowling Green, Ky. (96 air miles)—FM interference; weak in some parts of city, good in others; city bisected by sizable hill.

Somerset, Ky. (104 air miles)—Picture better, sound very good.

Madison, Ind. (42 air miles)—Vastly improved picture, excellent sound.

Paoli, Ind. (45 air miles)—Except for Bloomington interference, picture strong and clear.

Cannelton-Tell City, Ind. (59 air miles)—Steady, snow-free picture.

Columbus, Ind. (68 air miles)—"Overwhelming response of excellent reception"; FM interference gone.

WJW Names Waddell

Mr. Waddell

APPOINTMENT of Hal Waddell as vice president in charge of sales for WJW Cleveland was announced last week by William M. O'Neil, station president. Mr. Waddell, a 25-year radio veteran, became national sales manager of WJW in 1941 and has been head of that ABC affiliate's sales department in Cleveland since 1951.

20,000 Visit New KDUB-TV At Formal Open House

FORMAL opening of KDUB-TV Lubbock, Tex., drew 20,000 visitors during the past week, according to W. D. (Dub) Rogers, station president. Visitors to the four-day open house saw the modern, permanent home of KDUB-TV at 74th and College Ave., designed by Mr. Rogers.

KDUB-TV started broadcasting Nov. 13, 1952, from a temporary building. It was the first post-freeze station to get on the air in the South, and the third in the nation, Mr. Rogers said. The west Texas station was on the air a month after getting its CP, he added.

Greene Resigns WGR Sales, Fred Lounsberry Succeeds

F. ROBERT GREENE, national spot sales manager at WGR Buffalo, has resigned effective May 1 to head the Finley H. Greene Adv. agency, Buffalo, formed by his father, the late Finley H. Greene in 1924. He will be succeeded by Fred L. Lounsberry, son of Ike R. Lounsberry, president-general manager of the WGR Broadcasting Corp.

Mr. Greene has been associated with the WGR sales department since 1934, and was elevated to assistant general manager in charge of national spot sales in 1946 when the WGR Broadcasting Corp. replaced the Buffalo Broadcasting Corp. in 1946.

Mr. Lounsberry

Mr. Greene

Fred Lounsberry has been associated with WGR more than 10 years, serving in the promotion and publicity departments, the program division and the technical staff. With the title of national spot sales representative, Mr. Lounsberry will have charge of sales, scheduling and servicing of all WGR national accounts, working with Free & Peters Inc., WGR national representatives, and with local outlets, brokers and distributors for WGR national accounts.

New K. C. Independent Plans To Go on Air Next Month

KUDL, 1 kw Kanas City independent on 1380 kc, will go on the air May 4, according to the owner and manager, David M. Segal, who also owns and operates KTFS Texarkana, Ark., WGVM Greenville, Miss., KDMS in El Dorado, Ark., and KDKD Clinton, Mo. Another station, KOKO Warrensburg, Mo., is under construction.

Peter Tripp will be studio manager of KUDL, according to Mr. Segal. Mr. Tripp was with KOSY Texarkana. Head engineer is Bill Simons, formerly with KTFS.

Station will feature pop music with UP news on the half-hour, every hour. Daily operation will be 6 a.m. to 7 p.m. Studios are on the ninth floor of the 1012 Baltimore Bldg. National representative is Forjoe & Co.

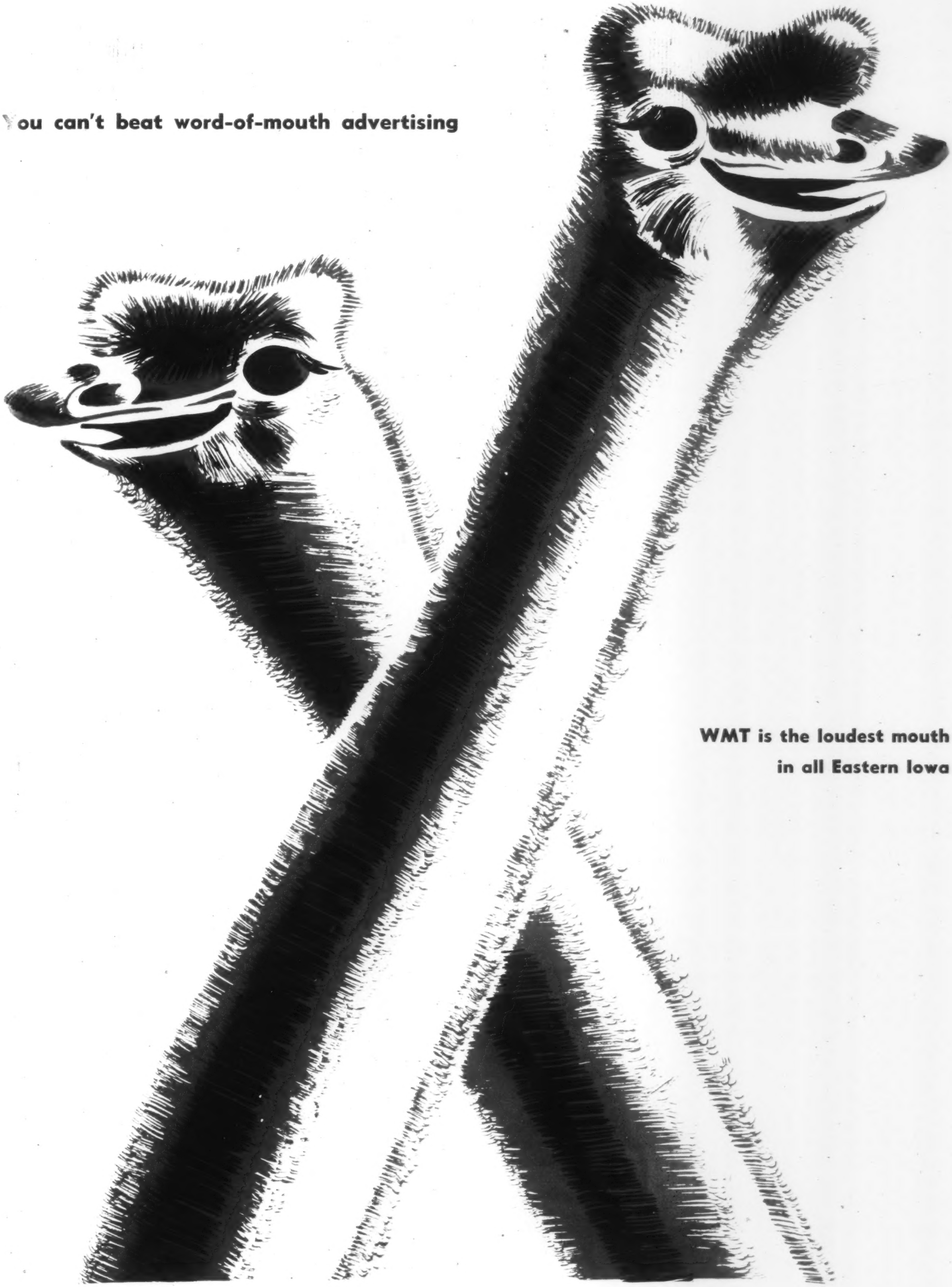
Wrather Idenification

JACK WRATHER, principal with Mrs. Maria Helen Alvarez in a B•T story last week on their retainment of Howard Chernoff as general manager of their newly-acquired KFMB-AM-TV San Diego, was inadvertently identified as Jack Wrathall. The Wrather-Alvarez team bought the San Diego stations for $3.15 million from John A. Kennedy [B•T, March 30], with the sale becoming effective April 4.

WJR Quarterly Sales

WJR Detroit's president, John F. Patt, reported last week station sales of $814,708 for the first quarter this year, compared to $852,957 for the same period last year. Net profit after income taxes for the quarter was $133,209 compared to $130,662 last year.

You can't beat word-of-mouth advertising



WMT is the loudest mouth in all Eastern Iowa

WMT Cedar Rapids • Basic CBS Network • 600 kc • 5000 watts • Represented by The Katz Agency

NEW VHF CHANNEL—'4½' IS PROPOSED BEFORE FCC

Adoption of such a new channel, according to advocates, would permit licensing of another vhf station in each of some two dozen of worst "pressure" areas of the country. Actual plan is submitted by Bingham, Collins, Porter & Kistler, Washington, D. C.

CREATION of a new vhf television broadcast channel in the middle of the existing 12 channel band—between vhf Chs. 4 and 5—is proposed in a precedent-making petition filed last week with FCC.

If the unique plan for the creation of vhf "Ch. 4½" is adopted, it would, according to its advocates, make possible the licensing of an additional vhf TV station in each of some two dozen of the worst "pressure" areas of the country.

Cities cited include: Philadelphia; Pittsburgh; Milwaukee or Madison, Wis.; New Orleans; Denver; New Albany, Ind. (Louisville); San Diego; Richmond; Tampa-St. Petersburg or Sarasota; Springfield, Mass.; Wichita; Duluth-Superior; Austin, Tex.; Chattanooga; Shreveport; Montgomery, Ala.; Fresno, Calif.; Columbia, S. C.; Springfield, Ill.; Springfield, Mo.; Wichita Falls, Tex.; Jackson, Mich.; Yakima, Wash.; Burlington, Vt.; Paducah, Ky.; Ithaca, N. Y., and Logansport, Ind.

The plan, along with a request for institution of a rule-making proceeding, was submitted to the Commission by the Washington radio-TV law firm of Bingham, Collins, Porter & Kistler, acting in behalf of itself as a member of the FCC bar and in behalf of a number of unidentified clients.

Submitted at Proceedings

The petition was submitted in FCC's proceeding looking toward adoption of a new policy to govern the assignment of frequencies in the 72-76 mc band to non-broadcast operational fixed stations and fixed stations in the domestic fixed public service. Proposed last fall, new criteria have been suggested by FCC for the elimination of interference from such non-broadcast stations to TV stations operating on adjacent Chs. 4 and 5 [B•T, Sept. 8, 1952]. Deadline for replies in this case was last week.

Generally speaking, the radio-TV industry favors the limitations on interference proposed by FCC while the users of the non-broadcast stations, including police and public safety groups, oppose the recommendations as being too severe. The latter protest proposed requirements that responsibility for elimination of interference to TV stations would rest with the non-broadcast station operator.

The proposal for addition of Ch. 4½ is the work of Robert M. Booth Jr., an attorney and engineer with Bingham, Collins, Porter & Kistler. In short, he requests:

- Expansion of the 72-76 mc band to 72-78 mc, to enable allocation of vhf TV Ch. 4½ in that space, with subsequent assignment to numerous major markets now lacking adequate vhf stations.
- Slight adjustment of vhf Chs. 5 and 6 from 76-82 mc and 82-88 mc, respectively, to 78-84 mc and 84-90 mc, requiring shifting upward in the FM band of a group of non-commercial, educational FM stations (many of 10-w power) and minor adjustments to some TV receivers.
- Removal of the "restriction" of certain non-broadcast stations to 72-76 mc and the substitution of sharing with TV in the area of 72-90 mc on a non-interference basis.
- Setting up of a comprehensive test program to determine the potential mutual interference between TV stations operating in the 72-78 mc band and aviation marker beacons operating on 75 mc. It is contended such interference probably would not occur.
- Reopening of studies to consider advantages and disadvantages of removing the aviation marker system from 75 mc to a higher frequency band, as has been proposed from time to time.

Establishment of the new Ch. 4½—admittedly a tough task—would restore to the vhf television band its original allocation quota of 13 channels.

Under the original allocation, there was a Ch. 1 assigned to TV in the 48-54 mc band, but this part of the spectrum was reallocated to non-broadcast services such as mobile and aviation. Concurrently, sharing of frequencies by TV and the non-broadcast stations was eliminated to prevent interference.

The Booth petition notes that Dallas consulting engineer A. Earl Cullum "and others have made similar suggestions in the past. However, it is believed that the proposals and suggestions contained herein are more detailed and comprehensive than previous suggestions."

In review, the petition observes that frequencies in the 72-76 mc band "are available for assignment to operational fixed stations not open to public correspondence and operated by and for the sole use of those agencies operating their own radio communications facilities in the Public Safety, Industrial, Land Transportation, Aviation and Marine Services. All frequencies in the 72-76 mc band are now assigned on a shared basis with other services and not to the exclusive use of any one applicant and on the condition that harmful interference will not be caused to reception of television stations on Chs. 4 and 5."

Cites Amateur Stations

"Thousands of amateur radio station operators," the petition explains, "have likewise demonstrated that interference to television reception can be eliminated by use of sound engineering principles even in areas where many amateur stations operate in the 50-54 mc band immediately adjacent to television Ch. 2."

The petition concludes that "all available facts indicate that it is possible for relatively low power fixed stations to operate adjacent to television channels without causing interference to reception of television stations provided sound engineering principles are followed."

"Why cannot the same engineering principles and techniques be applied to permit operation of intermittently operated fixed stations on or adjacent to one or more vhf television channels," Mr. Booth asks. "Although the Commission did eliminate sharing of television channels by other services some years ago before the demand for spectrum space was as great as it now is the present vhf television channels are not free of signals and radiations which cause more severe interference to television reception than would be caused by operation of carefully engineered fixed stations."

TENNESSEE radio-TV broadcasters are relieved from paying a use tax on rental of transcriptions, recordings and film by signing of a bill into law by Gov. Frank Clement (r), shown with F. C. Sowell, WLAC Nashville general manager, who led the fight for the bill on behalf of Tennessee Assn. of Broadcasters.

These interfering signals and radiations are noted to be caused "by harmonies of lower frequency transmitters, radiation from low frequency stages of higher frequency transmitters, radiation from local oscillators from television and other receivers and intermodulation products of closely spaced transmitters."

FCC recognized the existence of this interference when it adopted the uhf TV plan and when, in some areas such as Cincinnati, it modified the vhf TV allocations to eliminate interference from local oscillators of TV sets having IF frequencies in the 21 mc band, the petition states.

The petition suggests that non-broadcast stations of the domestic fixed public service "not be restricted to 72-76 mc, but be permitted to operate" on vhf TV channels between 72 and 90 mc under the following proposed conditions:

(1) Directional antennas vertically polarized and having gains of at least 8 db shall be used at both the transmitting and receiving points. (2) Power shall be restricted to that necessary to provide reliable communication. (3) Spurious radiations from transmitters and receivers shall be eliminated. (4) Land lines facilities are not available. (5) The original application shall be accompanied by a detailed engineering statement setting forth the reasons why the specific frequency has been requested, and the facts relied upon by the applicant in concluding that interference will not be caused to the television service. (6) The applicant or licensee shall agree to immediately satisfy all legitimate interference complaints. (7) Licenses shall be issued for a one year period, and applications for renewal shall be accompanied by a report or engineering statement showing that continued operation of the station will not cause intereference to the television service and that land lines are not yet available.

The Booth proposal cites that one of the objections given in the past in opposition to proposals "to effectively use the 72-76 mc band" has been the existence of aviation marker beacons of 75 mc.

"Marker beacons are so important to safe operation of aircraft that their reliability cannot be compromised," the Booth petition acknowledges.

However, such beacons consist of low power transmitters radiating upward, "relatively insensitive receivers" are required in the planes and "maximum desired range never exceeds a few miles and often only a few hundred feet straight up." It is understood, the petition says, that field strengths of greater than 2,000 microvolts per meter are necessary to operate marker beacon receivers.

"It has been assumed in the past that operation of a television broadcast station in the 72-78 mc band would cause interference to reception of marker beacons," and vice versa, the Booth petition states, "but as far as is known, no comprehensive tests have been made

XUM

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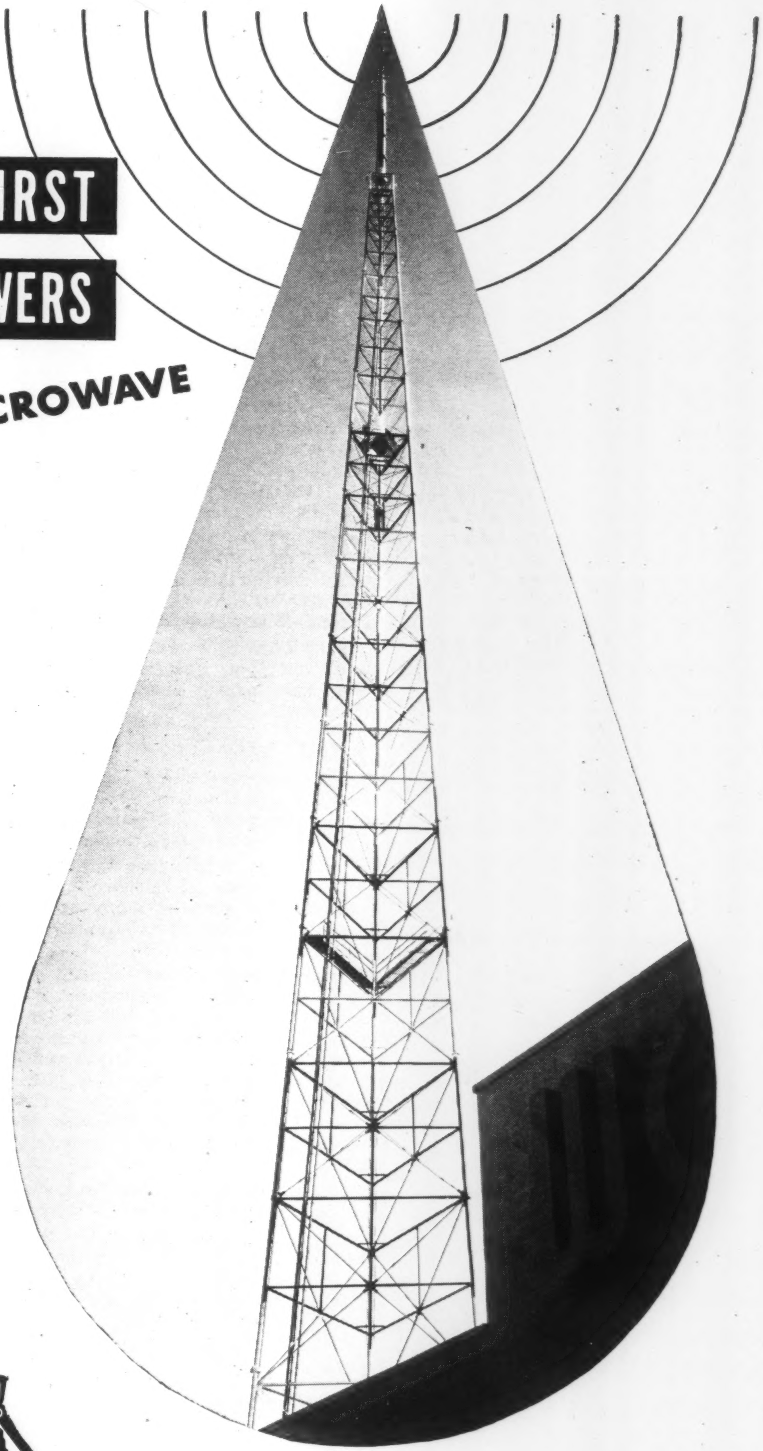

● Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall . . . in all kinds of weather . . . in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first . . . whether your requirements call for tall or small towers . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to "tower headquarters" in Youngstown will get your tower program going as soon as defense requirements permit.

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TRUSCON® a name you can build on

to determine the validity of such assumptions."

The petition cites the following reasons why interference may not be caused to the marker beacons:

> (1) The visual and aural carriers of a station operating on Channel 4½ would be 73.25 and 77.75 mc respectively. The visual carrier of Channel 5 is now 77.25 mc, only 0.5 mc farther from the marker beacon frequency of 75 mc. If the marker beacon receiver has any selectivity whatsoever, a decrease in the separation of the visual carrier of only 0.5 mc and still 1.75 mc away from the desired frequency should not produce interference.[6]. If interference was encountered, a simple inexpensive trap could be easily installed on the marker beacon receiver's antenna input. (2) The energy in the sideband of the visual signal 1.75 mc removed from the visual carrier frequency and in the pass band of a reasonably selective marker receiver would be low and would probably not operate the visual indicator of a marker beacon receiver.
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> ---
>
> [6] Operational fixed stations may be and have been assigned to the frequencies of 74.54 and 75.42 mc, without being required to protect the marker beacon systems.

Mr. Booth asks that "a comprehensive test program be set up to determine once and for all if interference would actually be caused under operating conditions."

The petition notes the advisability of shifting marker beacons to higher frequencies has been considered from time to time, citing the Third Commonwealth and Empire Conference on Radio for Civil Aviation, held in 1945 and attended by all allied powers including the U. S. At this meeting it was "agreed that marker and boundary marker beacons in the U. S. would be shifted from 75 mc within five years (1950)."

Concerning the 2 mc upward adjustment of vhf Chs. 5 and 6, the Booth petition states "it is believed that this would not cause any great difficulty or impose any great cost upon owners of existing receivers" for two reasons. These are: (1) Receiver tuners have padding, trimming and fine tuning adjustments capable of adjustment over fairly wide ranges, and (2) a large percentage of receivers now in use employ turret-type tuners having replaceable tuning strips."

The petition suggests "that the receiver problem be referred to the RTMA for study."

Respecting FCC's proposal concerning 72-76 mc assignment policy, KSL-TV Salt Lake City submitted additional engineering exhibits to the Commission last week to demonstrate alleged interference to its Ch. 5 signal from certain non-broadcast stations in that area. The non-broadcaster's viewpoint of the Salt Lake City situation is set forth in a brief submitted by the Central Committee on Radio Facilities of the American Petroleum Institute.

Hearst Asks Review Of Ch. 10 Denial

HEARST Corp., licensee of WISN Milwaukee and long-time applicant for vhf TV Ch. 10 there, petitioned FCC last week to reconsider its memorandum opinion and order which denied Hearst's protest of the Sixth Report's removal of Ch. 10 from commercial use [B•T, April 6]. The Sixth Report, which finalized the TV reallocation plan, placed an educational reservation upon Ch. 10 there and rendered null Hearst's bid for the facility, already in hearing status.

The new Hearst petition charges FCC's memorandum opinion should be set aside on the ground that it "shows on its face that the Commission has completely misconstrued the position which petitioner has consistently taken in these proceedings and announces for the first time certain reasons for refusing to make an immediate grant of petitioner's application for Ch. 10." Hearst contends the reservation of Ch. 10 is illegal.

EXTENDED EDUCATIONAL TV CHANNELS FOR 2 YEARS LOOMS ON FCC HORIZON

Senate Commerce Committee Chairman Charles W. Tobey, at last week's meeting, promises public hearings soon to air views from all sides on educational TV reservations.

EXTENSION of the educational television reservations for another two years—during which time no one could ask the Commission to change the classification of the 242 reserved channels—loomed closer on the horizon last week following a meeting between the Senate Commerce Committee and the FCC.

The meeting was recessed until tomorrow (Tuesday) when Comr. Frieda B. Hennock will continue her statement.

Sen. Charles W. Tobey (R-N.H.), Committee chairman, said there would be public hearings on extending the reservations "in the very near future." He said the committee would welcome the views of the Commission and the television industry, "including manufacturers and dealers as well as broadcasters," educational institutions and others.

The meeting also heard a charge by Comr. Hennock of a conspiracy by commercial TV interests to befog the educational TV issue.

A majority of the senators present concurred with Sen. Tobey that educators should have more time to take advantage of the reserved channels.

Potter Opposes Extension

Opposing an extension, Sen. Charles E. Potter (R-Mich.), contended the FCC could decide on its own merits each petition for change of a channel from reserved to commercial.

Legality of extending the ban was questioned by Sen. George A. Smathers (D-Fla.), who cited the Administrative Procedures Act requiring all government agencies to accept requests for changes in their rules.

Miss Hennock stormily accused commercial broadcasters, the trade press and others with a deliberate campaign of misrepresentation which, (1) had fostered the belief educational channels would revert to commercial status by June 2, unless applied for before then, and (2) had twisted the meaning of the reservations so that everyone believed they were eligible to be changed to commercial channels after that date.

Miss Hennock contended that the 242 educational channels are reserved in perpetuity.

She called for a clear statement that the educational channels are not subject to change on an individual basis. She advocated that the Commission announce the channels would be inviolate for "30 years, 40 years, forever." She asked: "Is this a reservation or a joke?"

In a statement prepared but not delivered by the time the meeting was recessed last week, Miss Hennock urged that no petition be granted on a case-by-case basis "without first meeting the heavy burden of showing why the nationwide, fundamental principles of the reservations themselves should be disregarded and nullified. Current demand, by commercial interests or educators, would play no part in the allocations."

She also urged that the Commission should not consider financial ability of educational applicants in making a grant. She advocated easing requirements for building a station within the specified time, and the establishment of a separate Commission division to lend aid to educational TV applicants and grantees.

Miss Hennock said a 15 kw TV station could be built for $200,000 or less, and that operating costs could be as low as $60,000 a year.

Miss Hennock's position was seconded by Sen. Pastore. Other Senators were reluctant to agree that wavelengths should be "frozen."

Miss Hennock's stand—that the FCC's Sixth Report and Order gave permanent status to the reservations—was challenged by several of her fellow Commissioners in comments to newsmen after the meeting.

In referring to the one-year moratorium on changes in the allocation plan, issued last year [B•T, April 14, 1952], the Commission, regarding changes in the educational reservations, said this:

> **214. The setting aside of channels for non-commercial educational use is precisely the same type of reservation of channels as that provided by the Assignment Table for commercial stations in the various communities, and the two should be governed by the same rules. With respect to changes in the Table, the Commission has provided for amendment of the Assignment Table by appropriate rule making proceedings in the Rules herein adopted. Such proceedings will be required for changing the assignment of a channel from one community to another and for changing the status of a channel reserved for non-commercial educational stations to a channel available for commercial applicants.**

Legality of Extensions

In a statement read by FCC Chairman Paul A. Walker, which he said had the concurrence of the Commission, the "serious and perplexing" question of the legality of extending the reservations was emphasized. Mr. Walker said the Communications Act and the Administrative Procedures Act requires that the FCC give "prompt consideration to requests for rules changes." The longer the ban is maintained the greater the difficulty of justifying it in court, he said.

Mr. Walker said the Commission has been studying the procedural problems involved.

The FCC Chairman said that he personally was in favor of extending the reservations and prohibiting any changes for as much as five years.

The campaign for educational reservation extension has enlisted the support of educators and state executives, Mr. Walker said.

Mr. Walker said he thought educators had moved with "reasonable" speed in asking for educational TV stations. He said the Commission had granted 14 non-commercial educational stations, and still had 11 such applications pending.

Answering another question, Mr. Walker said he thought an educational station could be built for as little as $85,000. He also agreed with another questioner that there is nothing in the rules to prohibit an educational group from selling a TV station once it got the grant and built the station.

Mr. Walker was flanked by all members on the FCC.

Ike's Talk Goes Abroad

TELEVISION branch of the Voice of America, through arrangements with CBS-TV, made available kinescopes of President Dwight D. Eisenhower's talk Thursday before the American Society of Newspaper Editors to television stations in 11 foreign countries.

XUM

NIELSEN SHOWS KVOO *has*

More than **twice** as many listeners **daytime . . .**

More than **3½ times** as many listeners **nighttime . . .**

as nearest competing station.

In addition,

Pulse report for Tulsa county, latest available, shows:

THE PULSE, INC. **100% YARDSTICK** **THE PULSE OF TULSA**

Radio Station Audiences by Time Periods **November, 1952**

	MONDAY — FRIDAY		
Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-8 PM
KVOO	**34**	**40**	**42**
"B"	20	22	27
"C"	19	16	15
"D"	13a	8a	*
"E"	7	6	6
"F"	5	5	4
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Home using radio	19.1	20.8	23.7

"a" Does not broadcast for complete six hour period and the share of audience is unadjusted for this situation.

* *Not on air*

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mentions of each station gives the figures listed above.

During more than 28 years of outstanding public interest service to the Southwest, KVOO leadership has remained unquestioned. This is a great unmeasured plus factor available on KVOO, alone, in Oklahoma's No. 1 market.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

SIX NEW TV PERMITS APPROVED BY FCC

Share-time plan on Ch. 11 at Minneapolis - St. Paul is approved, along with merger bid at Albany.

ANOTHER "merger" application and a new share-time proposal were approved by FCC last week in granting construction permits for six new TV stations, raising total post-thaw grants to 345 and total U. S. television authorizations to 453.

WROW Albany, N. Y., received grant for uhf Ch. 41 upon withdrawal of the competing application of WOKO there. WOKO principals acquired 49%-plus option in WROW, plan to sell WOKO [B•T, April 13].

WTCN and WMIN Minneapolis-St. Paul were authorized to share time on vhf Ch. 11. The plan was proposed to avoid comparative hearing.

Thirteen applicants for five channels in five cities were designated for comparative hearings to commence in Washington on May 25.

Last week's TV grants included:

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland), granted uhf Ch. 15, ERP 20.5 kw visual and 11 kw aural; antenna height above average terrain 490 ft. (City priority group A-2, No. 870).

St. Paul, Minn.—WMIN Bcstg. Co. (WMIN), granted vhf Ch. 11 (share-time with Minnesota TV Public Service Corp.), ERP 316 kw visual and 16 kw aural; antenna 550 ft. Meredith Engineering Co. withdrawal left Ch. 11 uncontested. (B-5, No. 207).

Minneapolis, Minn.—Minnesota TV Public Service Corp. (WTCN) granted vhf Ch. 11 (share-time with WMIN Bcstg., St. Paul. See above).

Cape Girardeau, Mo.—KGMO Radio-TV Inc. (KGMO), granted uhf Ch. 18, ERP 11 kw visual and 5.9 kw aural; antenna 150 ft. (A-2, No. 239).

Albany, N. Y.—Hudson Valley Bcstg. Co. (WROW), granted uhf Ch. 41, ERP 200 kw visual and 100 kw aural; antenna 1160 ft. (B-2, No. 141). (WOKO Albany dismissed its Ch. 41 bid, getting 49%-plus option in Hudson Valley. WOKO would be sold.)

Abilene, Tex.—Reporter Bcstg. Co. (KRBC), granted vhf Ch. 9, ERP 17.4 kw visual and 8.7 kw aural; antenna 770 ft. (A-2, No. 89).

The new hearings to commence May 25 are the following:

Lebanon, Pa.—Contestants for uhf Ch. 15: Lebanon TV Corp. and Steitz Newspapers Inc.

Evansville, Ind.—Contestants for vhf Ch. 7: South Central Bcstg. Corp. (WIKY), Evansville TV Inc., On the Air Inc. (WGBF) and WFBM Inc. (WEOA).

Evansville, Ind.—Contestants for uhf Ch. 62: Trans-American TV Corp., Premier TV Inc. and W. R. Tuley.

Akron, Ohio—Contestants for uhf Ch. 61: Matta Enterprises and Allen T. Simmons (WADC).

Mobile, Ala. — Contestants for vhf Ch. 5: WKRG-TV Inc. and Mobile TV Corp.

One comparative TV hearing dissolved last week. It was the Portsmouth, Ohio, uhf Ch. 30 proceeding, scheduled earlier to commence today. WPAY Portsmouth withdrew its application, leaving uncontested the bid of Edward Lamb, now owner of WICU (TV) Erie, Pa., and permittee of WMAC-TV Massillon, Ohio. Motions Comr. E. M. Webster, acting upon the WPAY dismissal plan, referred to the full Commission the question of whether to return the Lamb application to the processing line. WPAY plans to ask allocation of another uhf channel to that city.

FCC also advised KWEM-TV Inc., applicant for uhf Ch. 48 at Memphis, that its request "indicates the necessity of a hearing. Principals in KWEM Inc. operate KWEM West Memphis, Ark.

In the Chattanooga vhf Ch. 3 hearing to begin today on the competitive bids of Mountain City TV Inc. and WDOD there, FCC last week announced its memorandum opinion and order granting a petition by Mountain City for deletion of issues respecting its financial qualifications and the aeronautical clearance of its tower.

TAKING oath of office, John C. Doerfer (l) of Wisconsin becomes a Federal Communications Commissioner, the first appointee to FCC by President Eisenhower. Parties to ceremony, held Wednesday prior to the regular Commission meeting, are Chairman Paul A. Walker (holding Bible) and Chief Judge Harold M. Stephens of the U. S. Court of Appeals for the District of Columbia. Comr. Doerfer's term runs to June 30, 1954.

FCC Cancels KGKL Inc. Grants for Ch. 3, San Angelo

FIRST deletion of a post-thaw television CP was made last Thursday by FCC when it cancelled the grant of KGKL Inc. for vhf Ch. 3 San Angelo, Tex. [B•T, April 6].

KGKL Inc. has been transferred to Lewis O. Seibert, its present secretary-treasurer and 10% owner, who has purchased the remaining 90% interest for $417,500. Mr. Seibert sought to retain the TV permit in the event Westex TV Co. turned back to FCC its grant for vhf Ch. 8 in San Angelo. He claimed that the city's 52,093 population (1950 census) was insufficient to support two TV outlets.

Westex backers, he wrote FCC, would switch to KGKL should their permit be returned. But the Commission, noting that Mr. Seibert evidenced no resources for constructing the TV station, was unwilling to allow the KGKL permit to lie dormant and advised the permittee to surrender it.

Of the seven KGKL stockholders selling to Mr. Seibert, major considerations went to: Edward Harte, $133,750; Houston Harte, $116,250; Houston Harriman Harte, $83,750, and Herbert Taylor, $39,375.

Five More FM Stations Quit; Cite Economic Reasons to FCC

FCC has allowed five more FM stations to close up shop, it announced Monday.

Granted permission to return their licenses were: WFJS (FM) Freeport, Ill.; KXOK-FM St. Louis; WXNJ (FM) Plainfield, N. J.; WIST-FM Charlotte, N. C., and KTUL-FM Tulsa, Okla.

All cited economic reasons in their requests to be let out of FM broadcasting.

DENVER ARGUMENT NOT FOR POLICY

ORAL ARGUMENT on Denver's Ch. 7 applicants April 23 is not for the purpose of setting general policy for future television hearings, the FCC said last week in issuing a special public notice clarifying its April 3 notice setting the two applicants for oral hearing. Argument is on the examiner's initial decision which proposed to grant the Denver frequency to KLZ and to deny Denver Television Co. [B•T, March 23].

In its April 3 notice of oral argument, the FCC said that "it is the Commission's view that prompt implementation of its hearing procedures is required for the purpose of establishing policy guides in the disposition of comparative television proceedings."

In last week's explanation, the Commission said that some persons got the impression that the oral argument would establish general policy for future TV hearings. This is not the case, the FCC said. It added: "The Commission recognized . . . that the decisions in the first few contested television proceedings will be of interest generally. But, it should be understood that each decision in a contested proceeding will necessarily be based upon the particular facts relevant to that decision and cannot, therefore, be determinative of the decisions in other proceedings presenting different factual situations."

Voice Probe Continues Today; Benton, Morton to Testify

INVESTIGATION of the International Information Administration, which includes the Voice of America, resumes today (Monday). A Senate Foreign Relations subcommittee is scheduled to hear former Sen. William Benton (D-Conn.) and Alfred H. Morton, chief of VOA. The Senate subcommittee has been studying all aspects of the overseas information program. It is headed by Sen. Bourke B. Hickenlooper (R-Iowa).

Meanwhile, it was reported that the President's Reorganization Committee of the Executive Dept., headed by Nelson Rockefeller, has recommended that the IIA be severed from the State Dept.

Reed Harris, deputy administrator of IIA and subject to sharp attack by Sen. Joseph R. McCarthy (R-Wis.), resigned last week.

Doerfer Names Staff

NEW FCC Comr. John C. Doerfer last week disclosed names of his office staff. Elizabeth L. Dannelly, formerly confidential assistant to Comrs. Robert F. Jones and Eugene H. Merrill, continues that post for Comr. Doerfer. Mary L. Moose, secretary to Comr. Merrill, will be secretary to Comr. Doerfer. Isolene Corbett, also secretary to former Comr. Merrill, transfers to the office of Comr. Robert T. Bartley.

CHANGES IN RADIO ACT ASKED

CHANGES in the Communications Act were proposed in bills introduced in Congress by Sen. Charles W. Tobey (R-N.H.) and Rep. Charles A. Wolverton (R-N.J.), chairmen of their respective Interstate & Foreign Commerce committees. Bills were introduced at FCC's request.

Amendment was asked to change time within which the FCC must act after filing of a protest (Sec. 309c) from 15 days to 30 days. Commission maintains the present 15-day clause does not give it enough time to consider each case. Bills are S-1626 and HR-4558.

Also requested was a change in Sec. 319 eliminating need to issue a construction permit for a government, amateur or mobile station, and also permitting the FCC to waive the CP requirement for all other classes of station, except broadcasting. Bills are S-1627 and HR-4557.

Revision of Sec. 501, the general penalty provision, was also requested to change the penalty from a felony to a misdemeanor on the first offense. Bill (HR 4559) would punish a first offender with a fine of $10,000 and not more than one year in jail or both; second offenders with same fine and not more than two years in jail or both. Commission claims courts and juries are reluctant to convict violators of Communications Act under present felony provisions.

FCC Procedure on Revocation, Cease and Desist Is Issued

AMENDMENT of Part I of FCC's rules on practice and procedure was ordered by the Commission last Wednesday, effective immediately, to establish procedure for revocation of licenses and issuance of cease and desist orders pursuant to changes made to the Communications Act by the McFarland Act. A new Sec. 1.402 of the rules was adopted.

The McFarland Act, which revised the Communications Act effective July 16, 1952, gave FCC power to issue cease and desist orders, similar to the practice of the Federal Trade Commission, as a less harsh administrative remedy to outright revocation of license. This is an alternative remedy, FCC still being empowered to revoke a license or permit outright if the Commission feels the latter action is justified.

Use of cease and desist orders thus far has been very limited in the broadcast field, being employed but once last fall in halting an illegal broadcast operation in New England and later in correcting alleged violation of operator rules. In all cases, FCC rules continue to specify that hearings will be held on either revocation or cease and desist orders.

Text of the new Sec. 1.402 will be published in FOR THE RECORD of B•T, April 27.

ACLU Urges 'Fair Rules' Precede Media Coverage

OPPOSITION to the telecasting, filming and broadcasting of legislative hearings until "fair rules of procedure are adopted by legislative bodies" was announced last Monday in a policy statement by the American Civil Liberties Union.

Simultaneously ACLU objected to the reporting of courtroom proceedings via radio, television and motion pictures, as well as to portions of the year-old New York State Helman Act. ACLU noted that the measure forbids radio, TV and film coverage of any proceedings where "testimony of witnesses appearing by subpoena or other compulsory process may be heard."

It made the point that "once fair rules and practices are established, ACLU will support democratic freedom of communications with respect to legislative hearings."

ACLU declared it did not express opposition to the Helman Act with respect to judicial process, but on grounds that "this law would deny freedom to the press even when the standards of due process are met."

Libel Relief Law Passed For Arizona Broadcasters

ARIZONA law now is in effect relieving state radio and television broadcasters of liability for defamatory statements made on their facilities by persons other than employes, when "due care" has been taken by the broadcaster to prevent such statements and to comply with federal laws and with regulations by federal agencies.

The act, which was sponsored by the Arizona Broadcasters Assn. and passed by the legislature and signed into law March 10, in all cases relieves broadcasters of liability for defamatory statements made by candidates for public office and places upon the complaining party the burden of alleging and proving damages before they may be allowed by Arizona courts.

Tobey Asks NARBA Testimony

INVITATION to persons interested in the ratification of the North American Regional Broadcast Agreement (NARBA) was extended last week by Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Foreign Relations subcommittee handling this treaty [B•T, April 13]. At the same time, Sen. Tobey tentatively set May 4 as the hearing date on the treaty.

NARBA treaty apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951, when all signatories except Mexico signed the convention.

Three AM Outlets Granted

FCC authorized construction of three new AM stations last week:

Tucson, Ariz.—Tucson Radio Inc., 690 kc, 250 w daytime. President is **Peter Trowbridge** (58%), KOPO engineer and radio store owner. **W. Dewitt Wray** (42%), motel operator, **Linn Trowbridge**, housewife, and **Hellen Wray**, motel operator, are vice presidents.

Wheaton, Md.—Commercial Radio Equipment Co. (WASH-FM), 1540 kc, 250 w daytime. Owner **Everett L. Dillard** owns Continental FM network and is consulting engineer.

Evanston, Wyo.—Advertising Enterprises, 1240 kc, 250 w unlimited. Equal partners **Melvin Whitmore** and **Edwin Bullis,** owner of Bullis Furniture Co.

COTT IN NBC SHIFT; MADDEN LEAVES

Ted Cott, to work on overall O&O stations' management matters. Edward D. Madden resigned over reported policy differences.

Mr. Cott

FURTHER changes occurred in NBC's executive lineup last week: Ted Cott, vice president and general manager of the network's New York stations, was given additional responsibilities in the overall Owned & Operated Stations Div., and Edward D. Madden, public relations vice president and assistant to the president, resigned in a move attributed to policy differences.

In his expanded role Mr. Cott will continue as vice president in charge of WNBC and WNBT (TV) New York but also will work on "overall division management matters" with special attention to programming, merchandising, promotion and selling for all NBC-owned stations. He will work with Charles R. Denny, vice president in charge of owned & operated stations, who announced the promotion. Mr. Cott also will "handle special projects for the division," Mr. Denny said.

Mr. Cott has gained wide attention with the aggressiveness of his programming, merchandising, and promotion—as well as sales success—both at WNBC and WNBT and, before that, at WNEW New York. His chief WNBC-WNBT assistants also will join the o&o division while retaining their station posts: Dick Pack, director of operations and programming; Max Buck, director of advertising, merchandising and sales promotion, and Frank Fitzgerald, assistant to Mr. Cott.

The announcement said that in his new assignment Mr. Cott "will expand the ideas and theories applied at WNBC-WNBT, and using these key stations as a sounding board will experiment with special projects designed for adaptation by all owned and operated stations." Similarly, ideas that have been proved successful on other NBC owned stations will be developed for application to all the outlets, authorities said.

Mr. Madden's resignation, unrelated to the Cott promotion, had not been announced by NBC late last week but was disclosed in a release issued by a spokesman for him.

This statement said, "It is known that Madden has for some time not been seeing eye to eye with current overall policy. He is also believed to feel that the opposition networks—notably CBS—are now being permitted to cut down the imposing lead NBC once had built up under his aegis."

Mr. Madden, the statement said, is considering offers in three different fields: Manufacturing, advertising and broadcasting.

He has been handling public relations for NBC as assistant to President Frank White.

Mr. Cott's advancement into NBC's o&o staff comes less than three years after he joined the company in June 1950.

SELL —

THE LATEST
WCKY
STORY

THE CINCINNATI OU
COMPLETELY DOMIN

The out of home audience represents a PLUS
completely dominates this audience with its

WCKY is first or second in 51 of the 52 quar

More and more advertisers are buying the
the lowest cost per thousand in Cincinnati

The out of home audience - - -
your best

FIFTY GRAND IN SELLING WATTS

(*Feb. 1953 Out of Home Pulse)

WCKY . . . ON THE AIR EVERYWHERE ● TWE

WITH THE BIG PLUS ON WCKY

OU F HOME AUDIENCE

NA D BY WCKY

LUS 4.9% of all listening in Cincinnati and WCKY
s ne nd music programming.

uart urs 6 AM to 7 PM Monday-Friday*

e bi LUS on WCKY - - - the in home audience at

P S

. . combination that makes WCKY
t bu Cincinnati

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

V Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

MURROW GETS TOP CBS '52 SALARY

NEWSMAN Edward R. Murrow was the highest paid officer or director of CBS during 1952 with a total of $211,126 remuneration, according to the proxy statement issued preliminary to last week's annual meeting of stockholders (also see story at right).

President Frank Stanton was second with $153,520 plus $12,335 set aside for him under the company's pension plan, while Board Chairman William S. Paley received $101,998 and had $16,526 set aside toward pension. Bruce A. Coffin, president of CBS-Hytron, Lloyd H. Coffin, board chairman and treasurer of CBS-Hytron, and David H. Cogan, president of CBS-Columbia, received $77,586 each, with pension plan provisions of $8,099, $7,765 and $5,121, respectively.

Other Salaries

J. L. Van Volkenburg, CBS-TV president, was paid $63,536, and Adrian Murphy, CBS radio president, $58,461. Pension plan provisions for them were $8,176 and $7,796, respectively. James B. Conkling, president of Columbia Records Inc., received $60,000 without pension plan participation.

Joseph H. Ream, who resigned as executive vice president effective Aug. 1, received $43,750 plus a termination benefit of $51,062 under the pension plan.

The report also showed that CBS and Columbia Records Inc., wholly owned subsidiary, paid $162,000 and $31,625, respectively, to the law firm of Rosenman, Goldmark, Colin & Kaye, New York, for legal services during 1952.

Services Held for Ned Marr

FUNERAL services were held last Tuesday in Pasadena, Calif., for Ned Marr, 46, assistant secretary, CBS Inc. and resident attorney, CBS Hollywood, who died April 12 after a heart attack. Before joining CBS in 1945, he had been associated with the Los Angeles District Attorney's office, City Attorney's staff and County Counsels Dept. Surviving are his wife, Lois, sons, Peter, 18, Michael, 16, and William, 13, and a daughter, Hilarie, 8.

Three More Become New ABC-TV Affiliates

AFFILIATION of three new television stations with ABC-TV, raising the total to 107, was announced last week by Alfred R. Beckman, national director of ABC station relations departments. New affiliates are:

KELO-TV Sioux Falls, S. D., which will operate on Ch. 11 with Joseph L. Floyd as general manager, starting April 26; WOSH-TV Oshkosh, Wis., Ch. 48, William F. Johns, general manager, May 8, and WATR-TV Waterbury, Conn., Ch. 53, Levon Thomas, general manager, June 1.

Dodge to Visit Hawaii

FRED N. DODGE, director of NBC's national merchandising department, announced last week he will tour the Hawaiian Islands early in May to explain the workings of NBC merchandising to local broadcasters and advertisers.

Paley Tells Stockholders CBS Plans No Editorials

CBS requires its newsmen to be objective and impartial in news reporting and news analysis and also has no present intention of carrying editorials, Board Chairman William S. Paley said at a brief annual meeting of CBS stockholders last Wednesday.

Mr. Paley's assertion was in response to a question from a stockholder. In a brief preliminary statement the CBS chief called attention to the company's "continued success" and expansion during the past year, noting also that three new plants had been completed—CBS Television City in Hollywood, CBS-Hytron's tube plant at Danvers, Mass., and CBS-Columbia's radio and TV receiver plant at Long Island City.

Board Members Re-elected

All board members were re-elected but the vacancy left by the resignation of Prescott S. Bush following his election as a U. S. Senator from Connecticut was left to be filled by the board at a later date.

Directors are Bruce A. Coffin, Lloyd H. Coffin, J. A. W. Iglehart, Adrian Murphy, Samuel Paley, Dorsey Richardson and J. L. Van Volkenburg, all elected by Class A stockholders, and Frederick L. Chapman, David H. Cogan, Ralph F. Colin, James B. Conkling, Leon Levy, Edward R. Murrow, William S. Paley and Frank Stanton, elected by Class B stockholders.

The firm of Lybrand, Ross Bros. & Montgomery, public accountants, was re-elected to serve as auditors until the next annual meeting of stockholders.

NORTHEAST RADIO ABSORBS RRN

RURAL Radio Network has been absorbed by Northeast Radio Corp., Ithaca, N. Y., to which the FM network has sold its five stations plus other broadcast properties, subject to FCC approval.

The New York state network is made up of WFNF Wethersfield, WVBT Bristol Center, WVCN De Ruyter, WVCV Cherry Valley and WHVA Mt. Beacon. Also carrying some RRN programs are: WHLD-FM Niagara Falls, WHDL-FM Olean, WRUN-FM Utica, WWNY-FM Watertown, WMSA-FM Massena, WFLY Troy and one Pennsylvania station, WQAN-FM Scranton. In addition, eight AM stations carry some of the programs. Northeast has applied for a license to reactivate RRN's defunct Ithaca outlet.

Insolvent Last February

The network declared itself insolvent last February when it applied for transfer of its properties to Northeast for a consideration of $225,475. A deficit of more than $990,000 was listed.

Northeast is a wholly owned subsidiary of the Cooperative Grange League Federation Exchange, RRN's major creditor at the time.

Officers of Northeast hold like positions with RRN. They are C. L. Dickinson, president; R. B. Gervan, vice president; W. J. Fields, treasurer, and C. E. Dykes, secretary. D. K. De Neuf is general manager. Mr. Gervan was vice president of RRN before the transfer and Mr. Dykes was secretary.

AB-PT EARNS $5.7 MILLIONS

This figure is for the first quarter of the year. Broadcast-theatre merger was in effect half that time. Program concentration, 3-D awareness in movie field are emphasized.

CONSOLIDATED earnings of American Broadcasting-Paramount Theatres Inc. for 1953's first quarter—approximately half of that period reflects the combined operations of ABC and United Paramount Theatres—totaled $5,732,000 after federal income taxes, President Leonard H. Goldenson reported last week.

UPT's comparable figure for the first quarter of 1952 was $2,049,000, but the report noted that this year's capital gains part of the total—$4,252,000 as against $244,000 for the same period of 1952—stemmed mainly from the sale of WBKB (TV) Chicago to CBS following the ABC-UPT merger on Feb. 9. ABC operations from Feb. 10 are reflected in the first-quarter report.

Mr. Goldenson's letter accompanied quarterly dividend checks which will be mailed to stockholders today (Monday). Preferred stock dividend was 14½ cents per share, which is the pro rata portion of the regular 25-cent quarterly dividend as measured from the time of the merger.

Common Stock Dividend

Common stock dividend is 25 cents per share, of which holders of certificates of interest receive 12½ cents per share, the other half—plus amounts previously withheld—to be paid to these security holders upon conversion of their certificates into common stock.

Mr. Goldenson's letter spelled out post-merger developments at ABC in the talent, programming, and facilities fields, noting the network division "has concentrated on immediate strengthening of its program structure."

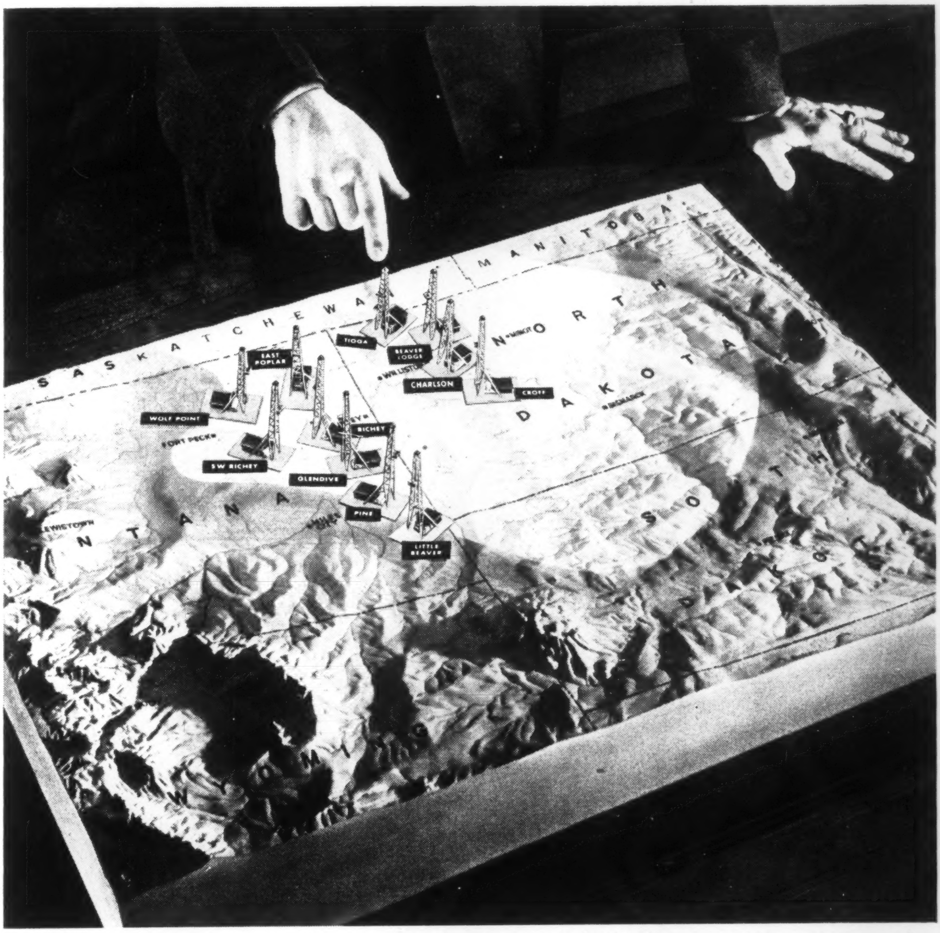
In the motion picture field, he called attention to the 3-D trend and said some of AB-PT's operating subsidiaries are now equipping a number of theatres for pictures of this type. He also reported that during the first quarter, AB-PT, in line with court requirements, had divested itself of a net total of nine theatres, of which eight were wholly owned.

AB-PT's annual meeting of stockholders will be held May 19.

Maloy Takes Post At Yankee and WNAC

JOHN D. MALOY has been named production supervisor of WNAC Boston and the Yankee Network, Linus Travers, network's executive vice president and general manager, announced last week.

Mr. Maloy has made a career of Boston radio, starting as staff announcer at WORL and going on to be program director at WLAW, program-production director for WCOP, and assistant director of programs and production at WEEI. He also has been a radio consultant for several New England organizations and advertising firms and a Boston U. instructor in communications and public relations.



THE MODEL DERRICKS on this relief map represent eleven new oil fields opened in the Williston Basin during the past 20 months. Hand points to Tioga Field where first producing oil well was brought in after 29 years of searching in North Dakota. Keen competition among scores of oil companies is speeding development of the Williston Basin as an important U. S. oil producer—and, at the same time, is bringing new prosperity to the whole area.

New Oil Frontier Opened By American Companies' Pioneering

In the Williston Basin of the Dakotas and Montana, America's oil companies have spent years fruitlessly searching for oil. The cost has run to millions of dollars. But the long search has now started to show results.

The first producing oil well in the Williston Basin was completed two years ago. Since then oilmen have discovered eleven new oil fields with over 130 producing wells. Plans are now under way to drill many more wells.

Because scores of privately-managed oil companies risked huge sums searching for oil where it had never been found before, the people of the Williston Basin today are enjoying new wealth and prosperity. You and your family will eventually gain, too, for these new oil discoveries promise to make a sizable contribution to future U. S. supplies.

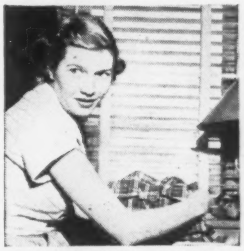
The odds against finding new sources of oil are high—only one out of nine wells in unproved but promising areas actually turns out to be a producer. But oilmen are willing to accept such risks as long as they have a chance to earn a profit while serving you.

For a free folder, "Is There Oil Under Your Land?", write to: Oil Industry Information Committee, Box 101, American Petroleum Institute, 50 W. 50th St., N. Y. 20, N. Y.

FARMER Bob Thompson says oil gives area a "second crop" —leaves farmers less dependent on weather and wheat.

SCHOOL PRINCIPAL C. W. Liefur is planning new auditorium for record 300 new students who will enter in fall.

MERCHANT Pat Deen saw business boom in Yellowstone Valley as oilmen from all over U.S. poured into area.



HOUSEWIFE Mrs. James Key, like many North Dakotans enjoying new prosperity, plans to build own home.

CARPENTER Lester Frantzick is even busy during long winters since his town's population has nearly doubled.

IT&T Net Up $4.1 Million On $352,933,001 in Sales

ANNUAL report of IT&T for 1952 listed a consolidated net income of $22,147,753 on sales of $352,933,001, as compared with $17,992,314 on sales of $255,227,637 in 1951.

The report placed total sales of the parent company's Federal Telephone & Radio Corp., Clifton, N. J., which manufactures radio relay communications systems, cable for communication, and cathode-ray TV picture tubes, as 70% over 1951. It noted TV picture tube sales showed "a very sharp increase, due to the resumption of high activity in the set and tube replacement market."

Sales of the Capehart-Farnsworth Corp., Fort Wayne, producers of radio and television receiver sets, were described as 16% over 1951. The report said sales of small radio sets increased 54% over 1951.

Touching upon the research and development phases of IT&T, the report said its subsidiary, Federal Telecommunications Labs, Nutley, N. J., was active in all fields of communications. It cited that company's contributions to development of the traveling-wave amplifier tube, which was said to have "important uses in the field of uhf television and in the design of wideband and radio-relay transmission equipment at microwave frequencies." The report said Federal has established a separate department for TV research, development, and production, which in 1953 developed a 16-loop transmitting antenna "providing a higher gain than any other antenna commercially available."

M. F. Bennett Named RCA West Coast Region Manager

MARTIN F. BENNETT has been appointed regional manager of the West Coast region by RCA effective April 15, it was announced by Charles M. Odorizzi, operating vice president of the division. Mr. Bennett will join the regional staff of Paul A. Barkmeier, vice president and director of regional operations.

At the same time Mr. Odorizzi announced that Harold R. Maag, vice president and western manager of RCA, will be on Mr. Odorizzi's staff and will act as RCA's official West Coast representative.

Before his new appointment, Mr. Bennett was assistant manager of the company's eastern region in New York.

Emerson Offer

EMERSON Radio & Phonograph Co. offered a refund of the full purchase price of a current black and white television receiver to be credited for the purchase of any make of color set in full page ads in New York newspapers last week during the visit there of the House Commerce Committee investigating color TV. Emerson ads said the offer was good until June 30, 1954. The offer was limited, the ad said, to the current stock of 1953 Emerson TV receivers. The offer was made cooperatively by Emerson and John Wanamaker department store and the Devega chain of appliance stores.

Plamondon Claims Proxies In Indiana Steel Dispute

A. D. PLAMONDON JR., deposed president of Indiana Steel Products Co., last Wednesday claimed proxies for 14,000 shares of stock, in his running dispute with a three-man majority faction of the company.

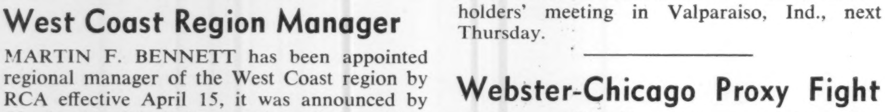
Mr. Plamondon, RTMA president and board chairman, said he had proxies for that many shares held by Electronic Fund Inc., a Chicago investment trust. The shares represent the second largest individual holding, it was understood. Mr. Plamondon and his family own over 20,000 of some 142,000 shares outstanding.

The dispute currently hinges on two slates of directors—one proposed by the majority faction, which voted to depose Mr. Plamondon as president, and the other by the executive himself—to be elected at the annual stockholders' meeting in Valparaiso, Ind., next Thursday.

Webster-Chicago Proxy Fight Follows Earlier Merger Hassle

A BATTLE over proxies—the second in 90 days—in advance of an election of seven directors at the annual stockholders' meeting next Friday was shaping up last week at Webster-Chicago Corp. as an aftermath of a merger dispute earlier this year.

Martin C. Remer, president of Remer, Mitchell & Reitzel, Chicago investment house, asked shareholders to reject five out of seven nominees and sought proxies for his own slate.



GETTING first-hand view of North Dakota Broadcasting Co.'s DuMont 500 w vhf transmitter is John W. Boler (c), president. Firm operates KCJB-TV Minot, N. D., which is on Ch. 13. With him are Lloyd Amoo (l), station's director of engineering, and John Klindworth, sales representative, Allen B. DuMont Labs.' TV Transmitter Div.

AT&T AMPLIFIER USES TRANSISTOR

A TINY transistor amplifier, encased in a miniature coaxial cable, was shown to stockholders of American Telephone & Telegraph Co. attending their annual meeting in New York Wednesday by Cleo F. Craig, AT&T president, as an example of the way the company plans ahead to "open up enormous possibilities for new and increased uses of communications services."

Estimated net income of $101,420,010 for the first 1953 quarter was reported to the meeting, an increase of 16.7% over the 1952 first quarter net of $86,881,361. An increase in the amount of AT&T stock outstanding from 33,660,778 shares in the first quarter of last year to 39,513,000 shares in the like period of 1953, however, reduced the earnings per share by one cent, from $2.58 to $2.57.

For the 12 months ended March 31, 1953, AT&T reported a net income of $373,030,000, up 12% from the net of $333,017,846 for the 12 months ended March 31, 1952. Income per share was $10.07 for the year ended with March 1953, with an average of 36,991,000 shares outstanding, compared to $10.35 per share for the year ended with March 1952, when an average of 32,171,609 shares were outstanding.

RCA Seminar on Uhf, Vhf

SEMINAR on new RCA uhf and vhf television station antennas, including progress reports on RCA antenna developments and performance, was held in Washington last Wednesday for industry consulting engineers and FCC representatives. The full day session at the Statler Hotel was sponsored by the Broadcast Equipment Section of the RCA Victor Division's Engineering Products Dept.

ATI's 3-D Shown To Chicago Group

MEMBERS of the Chicago Television Council and the press last week turned their eyes to three-dimensional TV and were divided in opinion on the system recently heralded by American Television Inc.

The occasion was the regular monthly luncheon session of the council at the Sheraton Hotel.

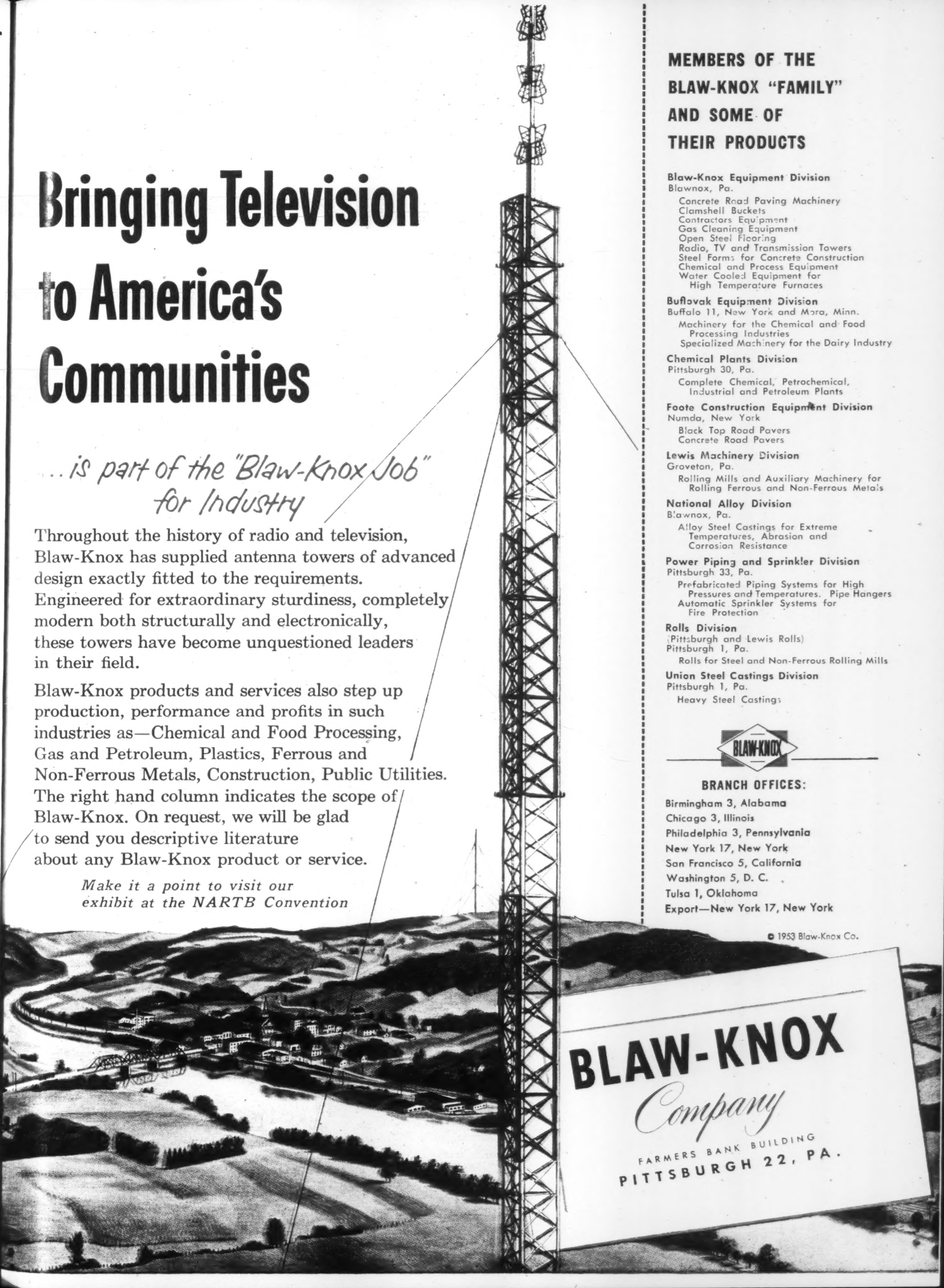
The ATI system is based on stereoscopic images. It claims no particular problems of matching expensive films and of using polaroid glasses.

Under the ATI technique, a square wave generator alternately and electronically cuts off one camera, then another, producing 15 images from each, which are transmitted in the usual fashion without changing any transmitting standards. Thus, the usual 30 frames per second of ordinary transmission remain intact. At the receiving end an ordinary magnetic synchronous motor twirls a flat piece of metal with a cut-out in each alternate corner.

You see alternately through each eye—"depth of perception," as ATI describes the principle, for one of the five senses.

Members who attended the demonstration donned glasses and peered into the "magic box." They reported little flicker—but the definite possibility of a good case of eye-strain if the viewing were prolonged.

ATI feels that the addition of a little more "persistence to the fluorescent powder" can eliminate any objectionable flicker that might remain.



Bringing Television to America's Communities

... is part of the "Blaw-Knox Job" for Industry

Throughout the history of radio and television, Blaw-Knox has supplied antenna towers of advanced design exactly fitted to the requirements. Engineered for extraordinary sturdiness, completely modern both structurally and electronically, these towers have become unquestioned leaders in their field.

Blaw-Knox products and services also step up production, performance and profits in such industries as—Chemical and Food Processing, Gas and Petroleum, Plastics, Ferrous and Non-Ferrous Metals, Construction, Public Utilities. The right hand column indicates the scope of Blaw-Knox. On request, we will be glad to send you descriptive literature about any Blaw-Knox product or service.

Make it a point to visit our exhibit at the NARTB Convention

MEMBERS OF THE BLAW-KNOX "FAMILY" AND SOME OF THEIR PRODUCTS

Blaw-Knox Equipment Division
Blawnox, Pa.
- Concrete Road Paving Machinery
- Clamshell Buckets
- Contractors Equipment
- Gas Cleaning Equipment
- Open Steel Flooring
- Radio, TV and Transmission Towers
- Steel Forms for Concrete Construction
- Chemical and Process Equipment
- Water Cooled Equipment for High Temperature Furnaces

Buflovak Equipment Division
Buffalo 11, New York and Mora, Minn.
- Machinery for the Chemical and Food Processing Industries
- Specialized Machinery for the Dairy Industry

Chemical Plants Division
Pittsburgh 30, Pa.
- Complete Chemical, Petrochemical, Industrial and Petroleum Plants

Foote Construction Equipment Division
Numda, New York
- Black Top Road Pavers
- Concrete Road Pavers

Lewis Machinery Division
Groveton, Pa.
- Rolling Mills and Auxiliary Machinery for Rolling Ferrous and Non-Ferrous Metals

National Alloy Division
Blawnox, Pa.
- Alloy Steel Castings for Extreme Temperatures, Abrasion and Corrosion Resistance

Power Piping and Sprinkler Division
Pittsburgh 33, Pa.
- Prefabricated Piping Systems for High Pressures and Temperatures. Pipe Hangers
- Automatic Sprinkler Systems for Fire Protection

Rolls Division
(Pittsburgh and Lewis Rolls)
Pittsburgh 1, Pa.
- Rolls for Steel and Non-Ferrous Rolling Mills

Union Steel Castings Division
Pittsburgh 1, Pa.
- Heavy Steel Castings

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Chicago 3, Illinois
Philadelphia 3, Pennsylvania
New York 17, New York
San Francisco 5, California
Washington 5, D. C.
Tulsa 1, Oklahoma
Export—New York 17, New York

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Gano Dunn Dies; Served As RCA, NBC Director

FUNERAL services for Gano Dunn, 82, internationally known engineer and member of the boards of directors of RCA, RCA Communications Inc. and NBC, were held last Monday in New York, after his death the previous Friday following a brief illness.

Mr. Dunn

As president of the J. G. White Engineering Co. from 1913, he directed such projects as construction of the U. S. Naval oil base at Pearl Harbor, 13 trans-oceanic radio stations and the first long-line natural gas pipeline built in California.

He was described as a close friend of Brig. Gen. David Sarnoff, now board chairman of RCA, whom he met in 1913 when Mr. Dunn was chief inspector of the Marconi Wireless Telegraph Co. of America, subsequently acquired by RCA. A quarter-century afterward, Gen. Sarnoff, then RCA president, asked Mr. Dunn to become an RCA director.

An officer or delegate on many scientific committees and special governmental commissions, Mr. Dunn was a fellow of the Institute of Radio Engineers, the Royal Microscopy Society and the New York Academy of Sciences. He was honorary secretary for the U. S. of the Institute of Electrical Engineers of Great Britain.

Shorts

Atlas Sound Corp., Brooklyn, announces production of new duplex microphone mount with desk attachment permitting use of two microphones on single stand.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new tetrode beam power amplifier designated Type 6BQ6G for service as horizontal deflection amplifier in TV receiver sweep circuits.

Technical Appliance Corp., Sherburne, N. Y., announces production of new Taco antenna featuring peak, tuned performance on all channels in vhf band. Antenna is known as Silver Streak Bazooka Cat. No. 1860.

Shallcross Mfg. Co., Collingdale, Pa., announces production of two single deck, single pole rotary switches designed for complicated range or circuit switching of experimental apparatus or heavy duty test equipment. Units are termed Type 10061-S and Type 10054-S.

Transitron Electronic Corp., Melrose, Mass., announces production of new line of gold bonded germanium diodes mechanically interchangeable with clip-in types.

Radio Tube Div., Sylvania Electric Products Inc., announces production of new horizontal deflection stabilizer tube, Type 40B2. The tube is contained in a T-9 bulb. Average operating conditions are 40 volts at 150 ma.

Electro-Voice Inc., Buchanan, Mich., announces production of new Model 3012-A 3-tube automatic all-channel Tenna-Top vhf TV booster. Unit has 3 tubes in balanced stages, including power multiplier stage, to provide adequate gain for producing clear, sharp signals.

'POLITICS' DETER EDUCATOR TV—ABRAMS

Emerson's president, speaking at U. of Houston luncheon, unleashes attack on "politicians" and "selfish officials" for allegedly holding back educational TV progress. Brunt of criticism centers on the Dewey Commission Report which he charges, was an act "against the welfare of the state." He says this action will have a "wet blanket" effect on educational TV.

POLITICS and "selfish officials" in many states were accused last week by Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York, of "holding back the progress of educational television."

He hurled his charges Monday at a luncheon at the U. of Houston at which he presented a $10,000 Emerson check to the university's KUHT-TV, first noncommercial educational television station in the U. S. KUHT-TV was first recipient of the Emerson Educational Television Grant, under which each of the first 10 noncommercial, educational TV stations to begin operations, receive $10,000. KUHT-TV was to go on the air Thursday.

'Enlightened Approach'

Mr. Abrams paid tribute to the "enlightened approach" of the U. of Houston and citizens of the city and declared the university's position "stands in bold relief" to the pronouncements of some politicans who have termed educational TV "another way of needlessly spending taxpayers' money."

Using the status of educational television in the State of New York as an example of what he called "not peculiar to New York," Mr. Abrams asserted:

"I charge the politicians of New York with betraying the welfare of culturally and educationally hungry people. The reasons that they piously advance for their view are no more to be believed than the average politician's campaign promises."

Comment on New York

Pointing out that New York's Board of Regents is "enthusiastically behind the program calling for a network of educational television stations blanketing the state," Mr. Abrams noted that the FCC has approved 10 of the 11 requested channels. He described the majority report of the Regents' plan by Gov. Dewey's Temporary State Commission on the Use of Television for Educational Purposes, which overruled the proposal, as an act "against the welfare of the state."

"There is no doubt in my mind that the politicians in my state acted contrary to the best interest of citizenry because of pressure applied by commercial interests—because of the alleged competition to commercial TV stations," Mr. Abrams contended.

He said New York's decision had the effect not only of impeding "the progress of television in my state," but served as a "wet blanket" throughout the country, discouraging supporters in other states.

Insisting that commercial stations do not "have enough free time to broadcast nearly enough free educational programs with substantial continuity," Mr. Abrams asserted that educational TV must be independent of commercial TV. He declared it must not be "a charity patient, dependent on the benevolence of commercial interests that control the channels."

Boston Educational TV Gets Offer of $500,000

FIVE private foundations last Tuesday offered "at least $500,000" to Massachusetts Gov. Christian A. Herter for constructing and equipping an educational television station in Boston on reserved vhf Ch. 2.

The offer was made contingent on assurance additional funds will be made available to operate and maintain the station and that it be operated by a private, noncommercial foundation. One possibility, it was reported, is that the operation be handled through enlargement of Lowell Institute Cooperative Broadcasting Council.

Organizations making the half-million-dollar offer were:

Twentieth Century Fund, Filene Fund, Lincoln & Therese Filene Foundation, Good-Will Fund and Ford Foundation's Fund for Adult Education. The first four were set up by Lincoln Filene or the late Edward Filene, Boston merchants-philanthropists.

Formation of a citizens commitee to unify the fight for an educational TV channel in Massachusetts was recommended at a public symposium in Boston April 7 by the Massachusetts Civic League, which called the meeting of all educational, civic, religious, and other groups in the area.

Urges Delegates

Both at the symposium and in an extensive report issued by its Educational Television Commitee, the League urged that these organizations each designate one delegate to serve on the Committee and pledge money for initial operating expenses.

It was announced that an executive director of the Committee, Nathan Weston, had been appointed and that the goals of the state-wide group would be to blanket the state with information on educaional TV; sponsor local groups in cities and towns to arouse public interest, such as 20 already formed; and to give public support to whomever applies for the channel.

U. of Miami TV Courses

TWO COURSES in television will be offered by the U. of Miami, Coral Gables, Fla., for its summer session, beginning June 17, Dr. Sydney W. Head, chairman of the institution's radio, television and film departments, has announced. They are "TV Survey," for two credits, and "TV Workshop," a more advanced course for three credits. Students will receive experience in weekly on-the-air productions on WTVJ (TV) Miami.

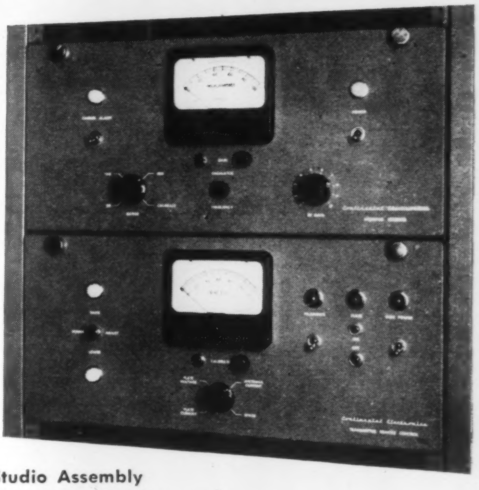
XUM

Greater Convenience and Economy in Radio Broadcasting . . . with new

Continental TRANSMITTER REMOTE CONTROL EQUIPMENT

GENERAL DESCRIPTION

The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.



Studio Assembly
Type MR-1 Receiver and
Type TRC-S Remote Control Unit

Type TRC-T Transmitter Control Unit
to be installed at Transmitter Location

The equipment consists of three main units — a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

FEATURES

OPERATIONAL–The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. *Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.*
2. *Provision for raising or lowering output transmitter power by operation of a reversible motor control.*
3. *Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.*
4. *Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.*

METERING–Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. *Final Amplifier Plate Current*
2. *Final Amplifier Plate Voltage*
3. *Antenna Base or Shunt Feeder Current*
4. *Spare Position*

MONITORING–A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier. This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL–The equipment is constructed for installation on standard relay racks and the space requirements are two 8¾" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS–Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

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KPQ 5000 WATTS 560 K C

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SEATTLE
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CASHMERE
KPQ WENATCHEE
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Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

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Robert Meeker Assoc., Inc.

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A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

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EDWARD PETRY, INC.
AFFILIATED WITH NBC

FREE ACCESS IS OHIO MEET THEME

Annual Institute for Education by Radio-Television on opening day highlights broadcast media's fight for free access to legislative proceedings and hearings.

NOT ONLY the rights of broadcasters, but also their responsibility to cover legislative hearings was strongly asserted at the opening general session last Thursday of the 23d annual Institute for Education by Radio-Television in the Deshler-Wallick Hotel, Columbus, Ohio (see AT DEADLINE).

Edward Stanley, manager of public service programs, NBC New York, emphasized both radio and television are by their very nature included in the word "press" and are subject to its guarantees of freedom.

Some persons are "distracted and mislead by the newness and novelty of television," Mr. Stanley said. "The fact that it presents news and information in a different form and not through type on a printed page . . . leads them to the wrong conclusions. . . ."

After setting up usual arguments raised against the televising of hearings, Mr. Stanley proceeded to knock them down. Disturbance of the hearing is fast disappearing as techniques improve and architectural revisions are made to accommodate TV; the "disconcerting to witnesses" argument is invalid since a camera, Mr. Stanley observed, can not be any more disconcerting than a battery of reporters scribbling notes at the press table.

The objection that viewers believe they are seeing a trial is not TV's fault, Mr. Stanley said. Each hearing makes its own rules, and if there is any confusion in the public mind, it is the duty of the legislative body to clear it up.

Others taking part in the forum were Dorothy Kenyon, New York attorney and board member of the American Civil Liberties Union, and Morris S. Novik, radio-TV consultant and former director of WNYC New York. Mrs. Kenyon stated the position of the ACLU on telecasts of hearings.

Mr. Novik insisted on radio-TV's right and the responsibility to provide "comprehensive non-partisan coverage." He urged Congress to devise rules to protect witnesses' rights and those of broadcasters at hearings, but advised against waiting until such rules were adopted before telecasting legislative hearings.

Mr. Novik offered a list of suggestions toward solving the problem; among them: Advance planning by broadcasters and the legislative body; broadcast of the full hearing; opportunity for persons unfavorably mentioned to defend themselves; continued announcements that the proceedings are hearings, not trials; presence of an announcer or chairman to explain unexpected happenings; fair treatment with camera angles, and broadcasts of not only "sensational" hearings but also other important sessions as well.

Television has gained an ascendency of control at the institute with radio taking a back seat for the first time. A majority of the topics under discussion revolved around television. It was summed up in a preconvention statement by I. Keith Tyler, director of the Institute, who remarked that "educators and commercial broadcasters are coming to this conference to face common problems. The feeling on all sides seems to be a mutual desire to find ways of making the most effective use of television, which no one can doubt is here to stay."

WMBR-TV 'Telecourse'

WMBR-TV Jacksonville on May 2 will air the U. of Florida's first "telecourse" series, *Family Living*, on various topics of family life. Viewers who take the course, for which there is no fee, will be sent necessary materials and upon completion will receive a certificate from the university. Glenn Marshall Jr. is WMBR Div. president and general manager.

Contest Threatens in D. C. Over Educational Ch. 26

CONTEST for an educational TV grant is shaping up in Washington, D. C. A group of 16 private and public educational and cultural institutions was formed April 10 to prepare an application to compete with the District of Columbia Board of Education's application for Ch. 26, the only educational channel reserved there.

Most members of the new organization, incorporated as the Greater Washington Educational TV Assn., participated with the District board in lengthy discussions beginning last April that culminated in the board's unilateral application for the facility.

Representatives of the school board have been invited to join the new association but so far have been rebuffed, according to Dean Martin A. Mason of the George Washington U. Engineering School, chairman and spokesman for the group's board of trustees.

The association has been offered $100,000 by the Ford Foundation on a matching-fund basis to build and operate the station. Fund raising meetings are underway. Construction cost is estimated at $525,000 and annual expense for a four-hour operating day at $200,000.

FCC has announced it is delaying action on the school board's application until the Greater Washington group submits a statement. It also is awaiting clarification of the board's funding proposals.

Educational TV Will Help Adults to Learn—Shouse

CONTINUOUS learning will be provided by educational television for those who have terminated their education in high schools and colleges, Crosley Broadcasting Corp.'s Board Chairman James D. Shouse said in a talk April 10 to the International Mailbag Club at its 25th annual celebration. The Mailbag Club was founded to spread cheer to handicapped persons.

Crosley recently announced a $2,500 grant to leaders of the Greater Cincinnati Television Education Foundation, for production and telecasting of educational programs.

NYU English Course on TV

FIRST in a series of 10 weekly classroom sessions in college English will be telecast by New York U. on WPIX (TV) New York, starting today (Monday) from 9:30 to 10 p.m.

XUM

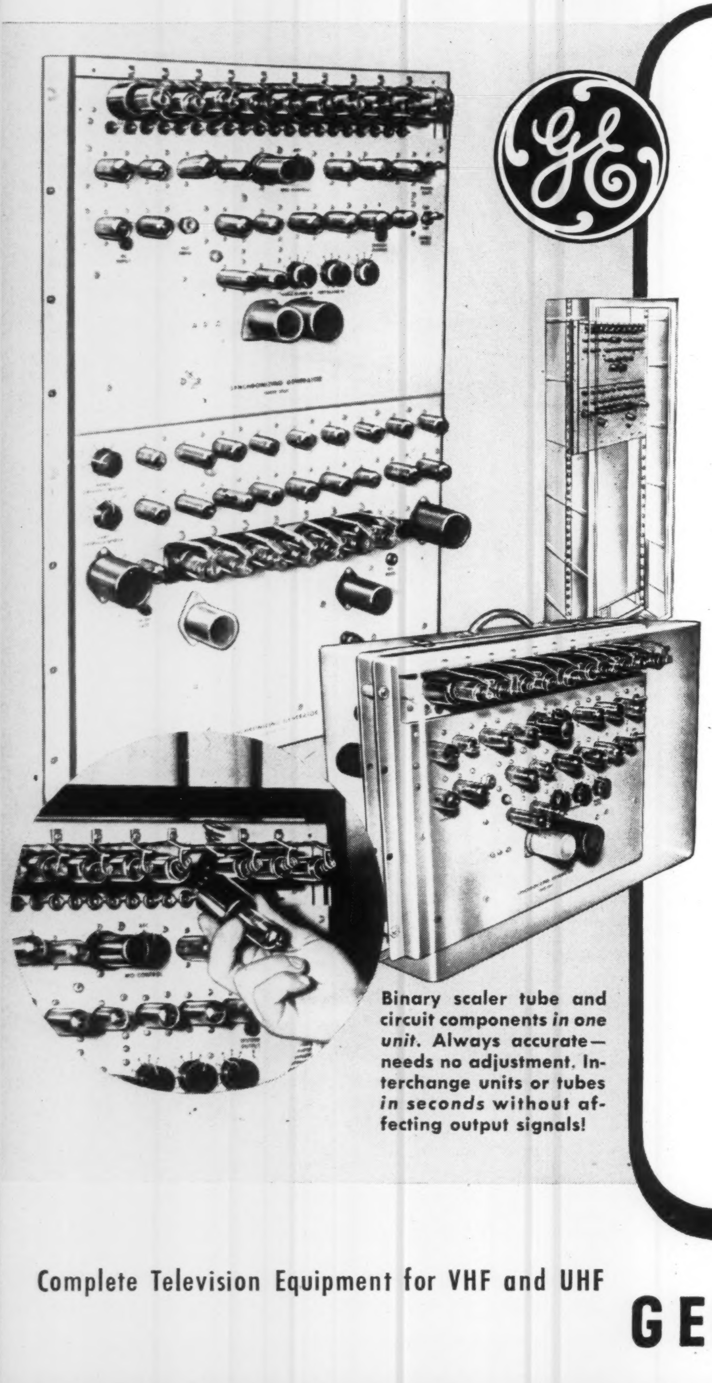
Pulling Power
WREC

WREC engineering perfection and high quality, diversified programming continue to draw the largest audience of any Memphis radio station. The fact that WREC delivers the "better half" of both the *rural* and *metropolitan listeners* with a *single schedule* offers a powerful pull for advertisers, too. And, the cost is actually 10% LESS per thousand listeners than in 1946. See your Katz man today. He has the latest Standard Audit & Measurement Reports and Hooper ratings that give the full story on WREC's pulling power.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY · AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS

Only G-E Sync-Generators *meet new standards!*



Binary scaler tube and circuit components *in one unit.* Always accurate—needs no adjustment. Interchange units or tubes *in seconds* without affecting output signals!

- **NO ADJUSTMENT FOR COUNT DOWN OR SYNC SIGNAL COMPOSITION**—Operation is completely automatic. No adjustment required.
- **PLUG-IN BINARY SCALERS**—Complete scaler circuit can be instantly replaced. Indicator lights quickly locate any non-operating unit.
- **ONE COMPACT DESIGN FOR STUDIO OR PORTABLE USE**—Portable application or mount in a rack.
- **FIXED SYNC PULSE WIDTHS**—The width is determined solely by a delay line and requires only an initial adjustment for a particular width.
- **THREE-WAY, FAST-ACTING LOCK-IN CIRCUITS**
- **ADVANCED DRIVING PULSE**—Horizontal driving pulses up to 6.4 microseconds ahead of horizontal blanking. Compensates for up to 2000 feet of average camera cable.
- **DIRECT FREQUENCY LOCK FOR FOOL-PROOF INTERLACING**

TODAY, the proved *standards* for synchronizing generator equipment stamp General Electric units as the *finest in the industry!* Perfected and in-use for years, this G-E equipment literally set the pattern for official requirements which are currently proposed by RTMA.

No TV station can operate successfully without this synchronizing function. Nor can you afford to sacrifice quality in purchasing equipment for your television operation. Buy with complete assurance of getting the *longest equipment life*...the *utmost in performance.* Insist on a G-E Sync-Generator for the best signal reception obtainable!

For complete information write today to:
General Electric Company, Section 243-20,
Electronics Park, Syracuse, New York

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

features

- **This week's feature section is devoted entirely to equipment and service exhibits at NARTB "Gold Rush" convention next week. Summary is on this page. Capsule reports of all exhibits begin on following page; diagrams of heavy equipment exhibits on pages 84-85.**

NEARLY 100 EXHIBITS SET FOR NARTB 'GOLD RUSH' CONVENTION

THE assembled marvels of electronic and optical scientists, reflecting a year of vast progress in the radio and television arts, are being prepared for the inspection of some 2,000 broadcasters who will soon be heading toward the Biltmore Hotel, Los Angeles.

NARTB's annual convention—April 28-May 1—will present the 1953 models of gear ranging from tiny kernel-size transistors to multi-ton transmitters. The annual equipment exposition will open the morning of Tuesday, the 28th. Many millions of dollars worth of equipment will be placed on display in the annual show, described by NARTB as the most elaborate in the association's history.

The new and better devices conceived by the nation's scientists and industrial engineers will be found in three neighboring display rooms in the Biltmore—Ballroom, Galeria and Renaissance Rooms. These rooms will house heavy equipment, along with several service exhibits.

Lighter equipment, transcription and film offerings, and related services will be displayed on the second floor of the Biltmore. Most of this floor has been allocated to NARTB associate member exhibits. In all, nearly a hundred companies are represented in the display and entertainment quarters in charge of NARTB Secretary-Treasurer C. E. Arney Jr. Manager of the show, one of the nation's major industrial exhibits, is Arthur C. Stringer, who has filled this role for more than a decade.

Variety of Displays

The exposition covers a predominant share of the apparatus produced for radio and TV station use by the nation's manufacturers.

The companies specializing in radio and TV program and film services have come up with large numbers of new programs covering the fields of entertainment and education. They have utilized the latest processing techniques to improve the technical quality of their product.

With the uhf band opening fast, interest will run high in the specialized transmitters and related items designed for this new type of transmission. Vhf, too, is sharing the fruits of technical progress as television moves farther into an era of rapid expansion.

A complete uhf station will be found in operation at the exposition, one of many exhibits in which apparatus is shown at work.

With FCC's revised rules permitting remote-control operation of nondirectional transmitters under 10 kw going into effect May 15, interest of delegates in automatic operation will be satisfied by several types of gear. The automatic devices also are tied into the Conelrad station-silencing plan and full complements of apparatus for Conelrad use will be on display.

While there will be much that is new in the relatively young TV arts, aural radio has not been neglected by manufacturing firms. Manufacturers have found ways of bringing equipment to high efficiency, with lower operating costs and better maintenance records.

Among the new developments in TV will be flying-spot scanners designed to improve reproduction of films. Several versions of this type of apparatus will be shown by manufacturers. One exhibitor describes the process as "the finest in film reproduction equipment ever offered."

Camera techniques are being refined by manufacturers. The NARTB exposition will feature miniature TV cameras and a remotely controlled camera. Lenses, too, have been developed during the year and versions of zoom types will be on display.

Technical Advance

Manufacturers of transmitters for TV have increased the power output of their new lines. All types of amplification equipment have been refined by engineers. Lines of microwave relay and remote pickup transmitters will be shown, ranging from one-hop types to multi-hop intercity relays.

Many types of vhf and uhf television antennas will be shown, and tower companies will have cross-section displays. In the field of lighter equipment there will be monitors, special effects amplifiers, mixing and switching equipment, tape recorders, loudspeakers and microphones.

Perfected TV recording apparatus will be revealed, with extravagant claims made for some of the improved processes. One of the firms experimenting in magnetic-tape recording of TV programs will review its progress during the NARTB Engineering Conference, which runs concurrently with the management portion of the convention.

Some of the NARTB associate members will confine their convention activities to entertainment suites. Networks and station representatives will maintain headquarters in Los Angeles, mostly at the Biltmore.

In the following columns are summaries of equipment and service exhibits, based on information supplied to B•T by the exhibitors.

Here are reports of all exhibits that had been booked for the NARTB convention up to press time of this issue. Those arranged later will be covered in B•T's next issue. Companies in this report are listed in alphabetical order.

ADVERTISING COUNCIL

USING the theme "You Can Be Proud," the council will use its exhibit space at the Biltmore to tell broadcasters and sponsors they can be proud of their voluntary efforts to help solve national problems.

Blowups of telegrams from government heads and private organizations thanking broadcasters for their help will be shown along with a sample TV station kit for a public service campaign; copies of 10th anniversary annual report; special convention issue of the monthly information guide the council sends to all stations; list of campaigns and volunteer agencies; list of materials available from government agencies and private groups; report on transcription, *Thanks to Radio;* a questionnaire asking station people what kind of materials they like best and can sell for sponsorship.

Mr. Kinney

The council is asking representatives of government and private agencies helped by broadcasters to make the council booth their headquarters in voicing their gratitude to station delegates.

Personnel:

Gordon Kinney, radio-TV director
Robert Coleson, Hollywood representative

ALLIED RECORD MFG. CO.

UNIQUE exhibit of manufacturing processes from master acetate to finished pressing ready for shipment will be on display at the convention, literally a plant operation in miniature that will show just how record processing and pressing are done.

Beginning at one end of the table, a master acetate will be shown silvered and ready for copper plating. The plating bath is the next step, complete with master acetate and copper anode. The master plate is left attached to the acetate and then follows the process of making the mother and stamper plates.

Record material in biscuit form will be shown, along with two complete dies from the hydraulic presses showing the pressed record as it appears immediately after a die is opened. The overflow (flash) is still attached to the record. Trimming is followed by inspection. Among sidelights will be a microscopic display, label collection and magnification of stylii.

Personnel:

Lawrence Giles
Samuel Salzman
J. S. Van Leer
Jack Wegner
Hal Neely
Mildred Hamphill
R. L. Burgess

ALTEC LANSING CORP.

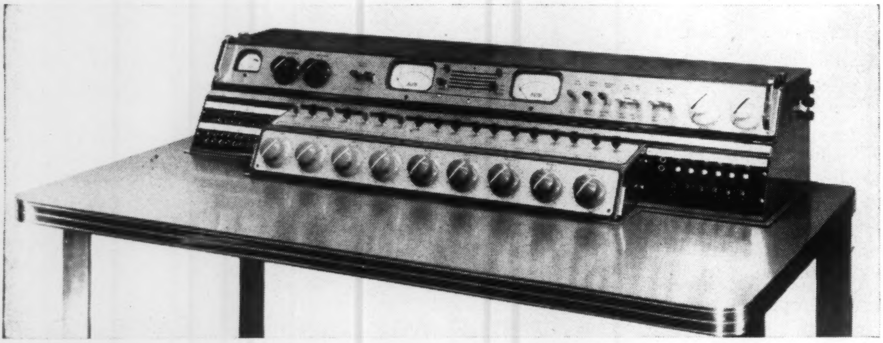
THE ALTEC LANSING exhibits will be displayed in the Biltmore Hotel Grand Ballroom's Space No. 6, along with Graybar Electric Co. and its other suppliers. Executives will occupy hospitality Rooms 2112 and 2115.

The firm expects to show its complete line of audio products for AM and TV operation, with particular attention to the following:

250A broadcast control console, 230B broadcast control console, 220A remote mixer, A-322C limiter amplifier, A-256C recording amplifier, 639 type cardioid type microphone, 633C utility microphone, 660 utility microphone, 21B condenser microphone and a series of miniature plug-in pre, line and monitor amplifiers with associated power supplies for custom speech input installations.

Personnel:

G. L. Carrington, president.
A. A. Ward, vice president.
J. K. Hilliard, chief engineer.
H. S. Morris, products sales mgr.
Dr. E. M. Honan, engineering mgr.



AMONG Altec Lansing products to be exhibited is this 250A broadcast control console.

AMERICAN TELEPHONE & TELEGRAPH CO.

THE Bell System exhibit will be keyed primarily to TV, featuring a large map of Bell System television network routes, both coaxial and radio relay, and show all cities with television stations on the air. Exhibits on coaxial cable and radio relay will support the presentation.

A photo-mural will depict the Mt. Wilson radio and television installations. An animated display will show Bell System microwave and cable paths to these installations. Actual microwave components of the type used for remote television pickups will be displayed with a description of the function and operation of the equipment units.

Personnel:

AT&T Long Lines Dept.
H. M. Botkin, acting general manager, western area, Kansas City
M. G. Wallace, commercial operating engineer, New York
F. R. MacFarland, division commercial manager, program service, New York.

Pacific Telephone & Telegraph Co.
R. J. Hadden, vice president, general manager, Los Angeles
J. F. Cantlen, general commercial manager, Los Angeles
R. G. Elliott, plant extension engineer, Los Angeles
W. B. Nehls, general sales manager, Los Angeles

PLANS FOR Bell System exhibit at NARTB convention discussed by M. G. Wallace (r), commercial operating engineer, New York, and F. R. MacFarland, division commercial manager, program service, New York.

AMPEX ELECTRIC CORP.

AMPEX proposes to demonstrate how—with use of its Ampex Model 450 continuous tape player—a complete day of music and announcements programming can be broadcast automatically. The player, Ampex says, permits playing of more than eight hours of broadcast material on a single tape.

Two—or possibly three—of the players would be employed according to the Ampex plan. Program music, presumably gathered by a transcription service's expert program director, would be on one machine, with a second playing local announcements, and a third, station breaks.

Mr. Johnston

A recorded, but sub-audible, 25-cycle tone would stop the first machine after each musical selection, while the second machine (containing local announcements) would start. A similar sub-audible tone on the second machine after the announcement would re-start the musical program. A clock set at pre-determined intervals would stop the first two machines and start the third machine (containing station breaks).

Thus, claims Ampex, an announcer or disc jockey could record a whole day's announcements within two to three hours. Smaller stations using this method would benefit by use of the abilities of the transcription service's expert program director, Ampex believes.

Ampex also will introduce its new Model 350 recorder which records at 3¾ inches of tape per second for use in recording the eight-hour tapes. It is similar to the Ampex Model 300. A tape duplication system also has been developed.

Personnel:

Harrison Johnston, sales manager
Russell J. Tinkham, manager, Midwest district
J. A. Ford, manager advertising and sales promotion
Jack Hauser, manager San Francisco district office
Ross Snyder, audio applications engineer

ANDREW CORP.

THE Andrew "skew" antenna is described as the only type providing a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wavelength on a side. High gain and rugged design are claimed for the omnidirectional antennas, 152 and 450 mc. Andrew's exhibit is in Space 9 of the Ballroom.

ASSOCIATED PRESS

THE AP will not make a formal exhibit, but will be represented by five executives.

Mr. Grambling

Personnel:

Oliver Grambling, asst. gen. mgr. for radio.
Hub Keavy, Los Angeles bureau chief.
Al Stine and Mark Knight, executive representatives.
Richard Eimers, field repr.

ASSOCIATED PROGRAM SERVICE

ASSOCIATED Program Service, division of Muzak Corp., reports it will cover both radio and television at the convention.

APS announces as available in limited numbers its APS Library, which was "drastically revamped" last January. The Library includes: "Over 5,000 selections" on discs of new vinylite, card-indexed and catalogued and installed in a metal cabinet; a series of transcribed sales meetings by APS' Maurice B. Mitchell, and a collection of commercial lead-ins, production themes, moods and other material.

Mr. Mitchell

"Costly releases of new music and scripts have been eliminated," APS reports, "with a consequent 50% reduction in rates." The APS collection now is the "only low-price, full-sized library available on a rental basis," the firm says.

For television, APS offers a special small library of TV production music. APS continues as TV distributor for Encyclopaedia Britannica Films, which it says includes more than 500 titles. An "unusual rental plan" offers unlimited use of the films on a full-year basis "at realistic rates."

EBF's *Great Americans* series of 26 films still is available in some markets, according to APS.

Personnel:

Maurice B. Mitchell, APS vice president and gen. mgr.

BLAW-KNOX CO.

AN ACTUAL 15-foot section of a 600-foot type TG Blaw-Knox television tower will be displayed in Space No. 6, the Graybar Electric Co. booth, according to Paul F. Vollmer, assistant advertising manager of Blaw-Knox.

This will be the first time Blaw-Knox has made such a display, Mr. Vollmer said. Since the display will be an actual section and not a model, the firm will be able to display the structural and fabricating methods in making its product.

BROADCAST ADVERTISING BUREAU

THREE rooms on the second floor of the Biltmore (2303, 2304, 2357) will each show complete sets of all BAB presentations and continuing services produced during the past year. BAB will program an afternoon of radio sales aids Tuesday, when convention meetings get underway. Staff executives will be on hand for consultation.

Mr. Ryan

Personnel:

William B. Ryan, president
Kevin B. Sweeney, vice president
John F. Hardesty, local promotion director
Gale Blocki, midwestern sales director
William L. Morison, assistant secretary-treasurer

BROADCAST MUSIC INC.

BMI will show NARTB delegates evidence of its fulfillment of the original promise made 13 years ago to foster free trade in a competitive copyright market. The exhibits will include historic manuscripts, including the autographed manuscript poem of "The Star Spangled Banner" in the hand of Francis Scott Key.

Other rare and significant manuscripts from BMI's collection of American Musicana will be displayed in the Ball Room Foyer. In the Biltmore Galeria BMI will display, in cooperation with NARTB, items from the BMI collection of first editions of musical compositions.

Other exhibit features will include AMP's diverse repertoire of standard and serious music, including leading American contemporary composers as well as works from European publishers; BMI Canada and its activities in popular and serious music; activities of publishers and composers whose catalogs are licensed through BMI. Officials of the company and field representatives will be at the convention.

CAPITOL RECORDS DISTRIBUTING CORP.

AUDITION transcriptions of the Custom Library Service will be shown in the Capitol display, Rooms 2341 and 2344. A new "Q" music section will be introduced for AM and TV. It consists of 100 12-inch 78 rpm Vinylite records. The library contains more than 12 hours of music on 800 separate tracks and is said to include every type and kind of music necessary for educational, industrial, religious or TV film productions. This is in addition to special effects, fanfare, tags, bridges and TV station breaks.

Mr. Heebner

On display also will be a new flexible format transcription library featuring exclusive Sonovox "attention getters" and Sonovox "talking" time signals, in addition to examples of Capitol's custom recording service.

Personnel:

Walter S. Heebner, vice president
Gene Becker, western representative
T. Clynton Elrod, production supervisor
John Seely, production supervisor

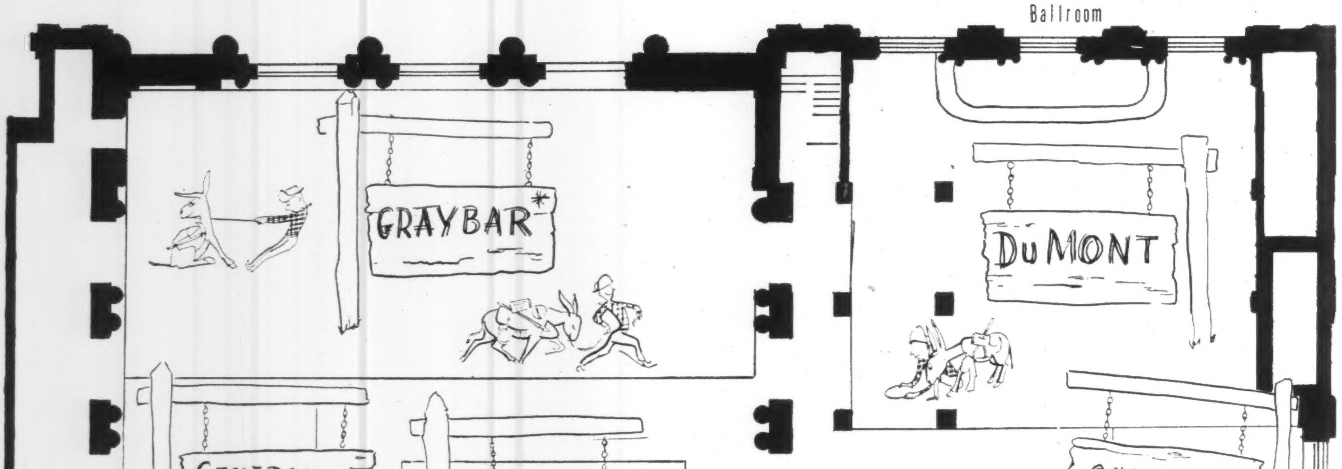
CATERPILLAR TRACTOR CO.

WHAT is claimed by its maker as the largest road-borne emergency power unit yet developed, the Mobile Electric Set, will be demonstrated by Caterpillar.

Developed by Caterpillar as a "public service," the unit has a 500 hp diesel engine as a power plant, which drives a generator producing 315 kw. It can travel anywhere a large tractor-trailer can go, according to Caterpillar spokesmen.

Component parts made for Caterpillar include: The generator, a General Electric Co. product; the switchgear, made by Electric Service Engineering Co.; the tractor, by Mack Truck

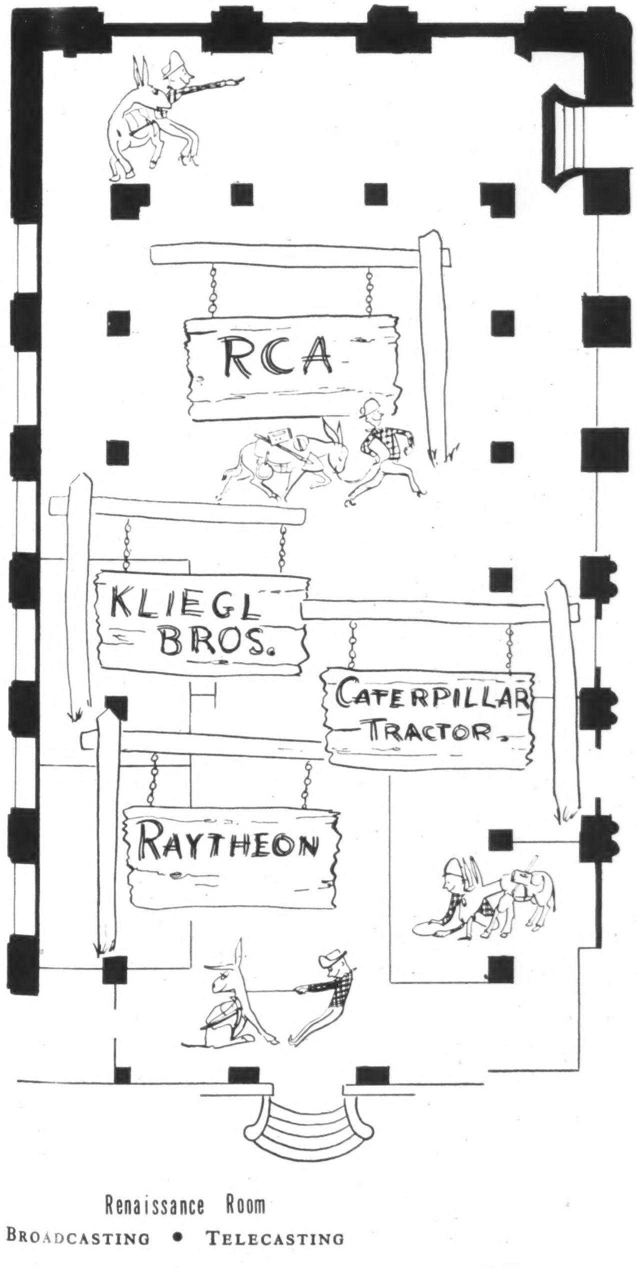
GOLD IS WHERE


Ballroom
GRAYBAR*
DuMONT
GENERAL PRECISION
GATES
COLLINS
CENTURY LIGHTING
STANDARD ELECTRONICS
ANDREW
AT&T
BMI
ENTRANCE

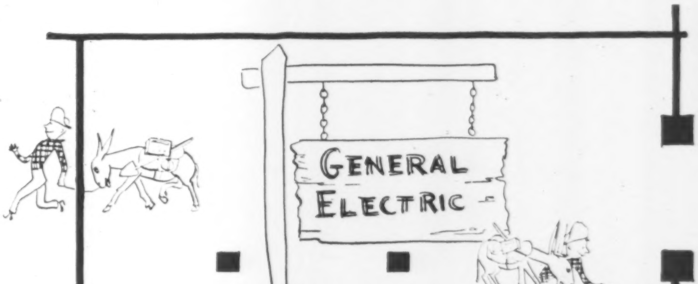
** Graybar is sales agent for the following firms whose equipment will be displayed in Graybar area: Altec Lansing Corp., Blaw-Knox Co., Ampex Electric Corp., Century Lighting Inc., Continental Electronics Mfg. Co., Fairchild Recording Equipment, Federal Telecommunication Labs., Machlett Labs. and Television Zoomar Corp.*

YOU FIND IT

If you're prospecting for heavy equipment at the NARTB convention, here's where you'll find it displayed. On opposite page is diagram showing position of exhibitors in the Biltmore Hotel ballroom. Diagrams on this page show exhibitors in Renaissance Room (left) and Galeria Room (below). Exhibits of light equipment and various services may be found by consulting directory which will be issued at convention.


RCA
KLIEGL BROS.
CATERPILLAR TRACTOR
RAYTHEON

Renaissance Room

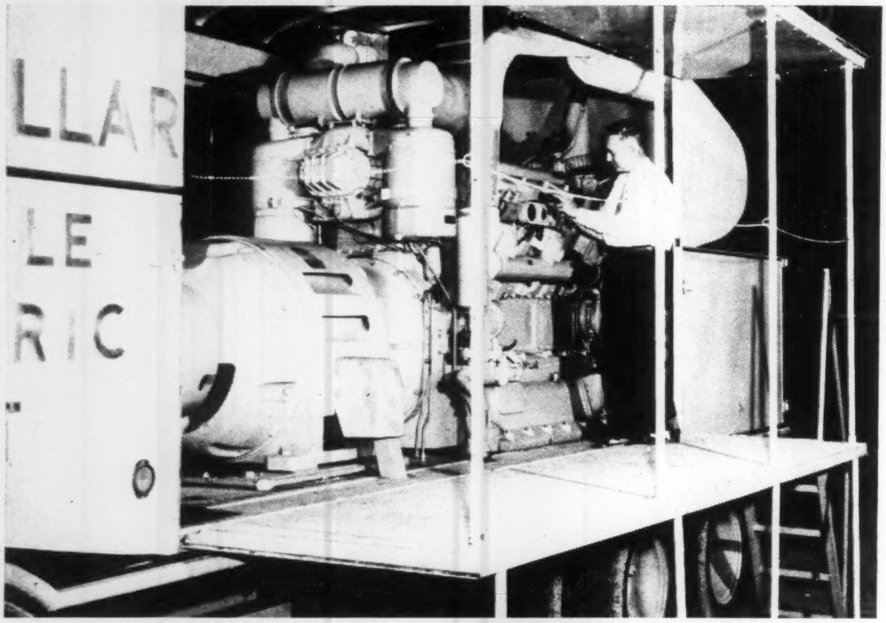

GENERAL ELECTRIC

Galeria Room

Inc.; the trailer, by Highway Trailer Co. and a radio-telephone set, by Western Electric Co.

Personnel:

Ralph V. Bradley, special repr.



Mobile Electric Set by Caterpillar Tractor Co. as an emergency power unit will be demonstrated by Ralph V. Bradley (above), Caterpillar special representative.

CBS TELEVISION FILM SALES

REPORTING considerable expansion of its entertainment and reception facilities over last year, CBS TV Film Sales will make exhibit headquarters at Suite 2134-35 in the Biltmore Hotel.

Promotional material will be displayed on all the firm's shows: *Gene Autry Show, Crown Theatre* with Gloria Swanson, *Art Linkletter & Kids Show, Cases of Eddie Drake, Files of Jeffrey Jones, Range Rider, Hollywood on the Line, Holiday in Paris, Strange Adventure, World's Immortal Operas* and *Annie Oakley*.

The firm will employ a western atmosphere to keep visitors entertained, with a music background of Gene Autry records. Don Haggerty, star of *Jeffrey Jones* and *Cases of Eddie Drake*, will serve refreshments.

Souvenir giveaways will include a miniature TV set with a peephole which magnifies miniature photos of CBS TV Film Sales stars. Golden balloons floating around corridors will promote the Golden Bubble cafe, a familiar scene in *Jeffrey Jones*.

RIDE'M RANCH
Ride Big Bronc
GENE AUT
is best dressed cowboy
says

EXHIBIT by CBS Television Film Sales at this year's convention will include display of *Gene Autry Show* promotion similar to above, used at last year's Chicago convention. Shown are (l to r): C. B. Heller, sales manager, WIMA Lima, Ohio; Tom Cassell, manager, WDAD Indiana, Pa.; Thomas B. Price, sales manager, WBVP Beaver Falls, Pa.; Fred J. Mahlstedt, operations director, and Walter A. Scanlon, sales promotion manager, both CBS-TV Film Sales; Miss Nancy Jason, a Patricia Stevens model; Bob Trace, WMGW Meadville, Pa., and J. S. Booth, WCHA Chambersburg, Pa.

Stars of the shows will autograph photographs. They are: Gene Autry, Gloria Swanson, Ark Linkletter, Range Rider, Dick West, Gail Davis and others.

Personnel:

Wilbur S. Edwards, gen. sales mgr.
Fred J. Mahlstedt, director of operations.
Walter A. Scanlon, sales promotion mgr.
Tom W. Moore, West Coast repr.

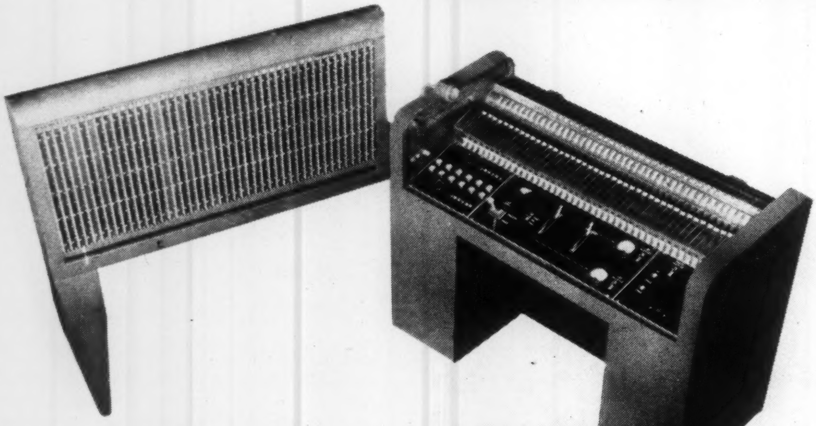
CENTURY LIGHTING INC.

CENTURY will unveil several developments and will demonstrate its C.I. lighting control system.

The lighting system now is in service at NBC-TV's New York color studio and is being installed in all DuMont Network's New York Television Center studios.

To be unveiled are Century's: (1) remote di-

CENTURY'S C.I. lighting control system, now in use at NBC-TV New York color studios and being installed in all DuMont's New York television center studios.



HAROLD VANCE
RALPH JOHNSON
CHARLIE BROKAW
WALT LESSING

SEE

The Greatest Tube Show on Earth

MAMMOTH TUBE DISPLAY

IMPORTANT TUBE DEVELOPMENTS

NARTB CONVENTION
RCA EXHIBIT
HOTEL BILTMORE
Renaissance Room • Main Floor

WE'LL BE LOOKING FOR YOU

RCA®

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

rectional (light) control system; (2) Vistascope, an optical system for foreground projection of opaque mats; (3) Featherlite line of all-aluminum Fresnels with a new line of interchangeable lenses, which, Century claims, will allow one instrument to do the job of any of six currently standard units; (4) New Leko (ellipsoidal reflector), lenses which by change and combination provide five varying beam spreads from one source; (5) new transformer switchboard with provisions for future facility expansion, and which, according to Century, is inexpensive for the modest, beginning station; (6) new literature for those unfamiliar with studio lighting.

Personnel:

Louis R. Erhardt, West Coast branch manager.

Charles Shevlin, New York office sales and development engineer.

CINEMA ENGINEERING CO.

NEW design in speech input consoles and equipment racks will be demonstrated in Room 2223 by Cinema Engineering Co., manufacturer of many types of components and accessories. In addition the complete audio line will be on display. The company's products include variable high and low pass filters, attenuators, program equalizers, transmission measuring sets and audio amplifiers.

Personnel:

James L. Fouch, general manager

A. C. Davis, chief engineer and owner

Charles Broneer, sales engineer

Maurice Kessman, sales engineer

COLLINS RADIO CO.

THE COLLINS exhibit, which will be located in Space No. 2 of the foyer, will feature "the latest designs" in AM broadcast transmitters and broadcast and TV speech equipment and accessories.

Collins will display its new type 300J 250 w and its 20V 1,000 w transmitters "which feature simplified circuitry for reliability of operation, tetrode tubes in the audio and RF final stages, low temperature coefficient crystals that eliminate heat controls, low power consumption and low initial and maintenance costs."

Of particular interest to AM-FM-TV broadcasters according to Collins, will be the Collins line of remote amplifiers: Type 212Y single channel, 212U dual channel and 12Z four-channel. All feature compact, low weight construction and high reliability of operation, Collins reports.

Also to be displayed is a "complete line" of studio consoles for AM-FM-TV operation, plus accessory studio equipment, according to Collins.

Personnel:

J. G. Flynn Jr., sales director

R. H. Hollister, broadcast sales manager

J. D. Phelan and G. T. Tasto, Burbank, Calif.

T. E. McConnell, H. O. Olson and Ben Roberts, Cedar Rapids, Iowa

T. W. Sharpe and C. F. Seay, Dallas, Tex.

J. F. Stanbery, Knoxville, Tenn.

E. G. Gagnon, New York

COMMODORE PRODUCTIONS & ARTISTS INC.

THE circus motif is carried out by Commodore in its exhibit, to be located in Room 2328. Colorful posters and banners tie in with the radio and TV *Clyde Beatty Show* package. Clyde Beatty will be there in person, along with several clowns and live models.

Shown for the first time will be a new 52 quarter-hour transcribed radio series, *The Story of the Stars*. Nils Thor Granlund (NTG) interviews great names in the entertainment field and narrates the story of their life in this series. For TV there is a 15-minute educational film series, *The Talking Camera*.

Producers of the transcribed and taped *Hopalong Cassidy Show*, the company's display includes such other open-end radio programs as *Strollin' Tom, Pinto Pete, Down Our Way* and *Tarz*. Visitors to the display will have their photos taken.

Personnel:

Walter White Jr., president
Mrs. Eleanor Payne, secretary-treasurer
Bill Keath, associate producer
Robert Holdorf, manager, Comic Book Div.
Billie Stroud, secretary-receptionist

CONSOLIDATED TELEVISION SALES

CONTINUOUS rear-projection showing of the distribution on various film series will be featured by Consolidated Television Sales in Suite 2107 of the Biltmore. Special showings in an adjacent viewing room will be available to delegates desiring to sample film programs in the new Station-Starter Plan.

Delegates will be able to study charts, success stories, talent photos and explanatory literature detailing the past performance and future potential of the films in the starter plan.

Personnel:

Peter M. Robeck, general manager
Halsey V. Barrett, eastern sales manager
Stuart V. Dawson, midwest sales manager
Dwight W. Whiting, western sales manager
Richard P. Buch, southern sales manager
John M. Asher, advertising and sales promotion manager
Ralph Baruch, account executive
William Finkeldey, account executive
Richard H. Gedney, account executive
Wade Barnes, account executive

CONTINENTAL ELECTRONICS MFG. CO.

NEW versions of the deluxe 5 and 10 kw AM transmitters (Type 315, 316) will be shown at the NARTB convention. Models from the latest production of this equipment contain a number of important improvements, simplifications and features described as improving operation and installation.

Mr. Weldon

The 250 w AM transmitter (Type 312) has been modified to contain the Continental remote control equipment recently developed for stations under 10 kw and those not using directional equipment. The remote installation is part of the transmitter itself, which will be offered either with or without remote facilities.

Included in the remote equipment are a transmitter control unit, remote control unit and tuned RF type radio receiver. These units, when installed and interconnected through telephone lines, are designed to provide all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and an audio output for aural monitoring.

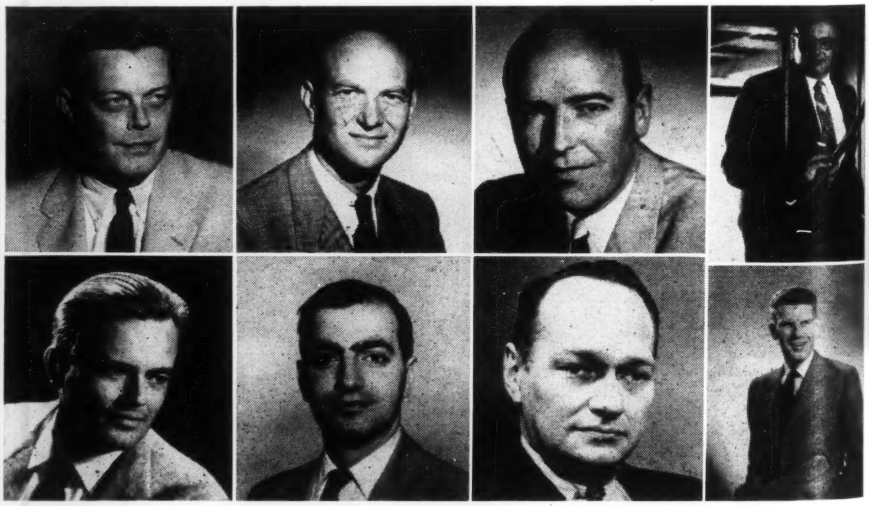
Personnel:

James O. Weldon, president.
W. M. Witty, general manager.
Mark W. Bullock, design engineer.
L. K. Findley, design engineer.

DAGE ELECTRONICS CORP.

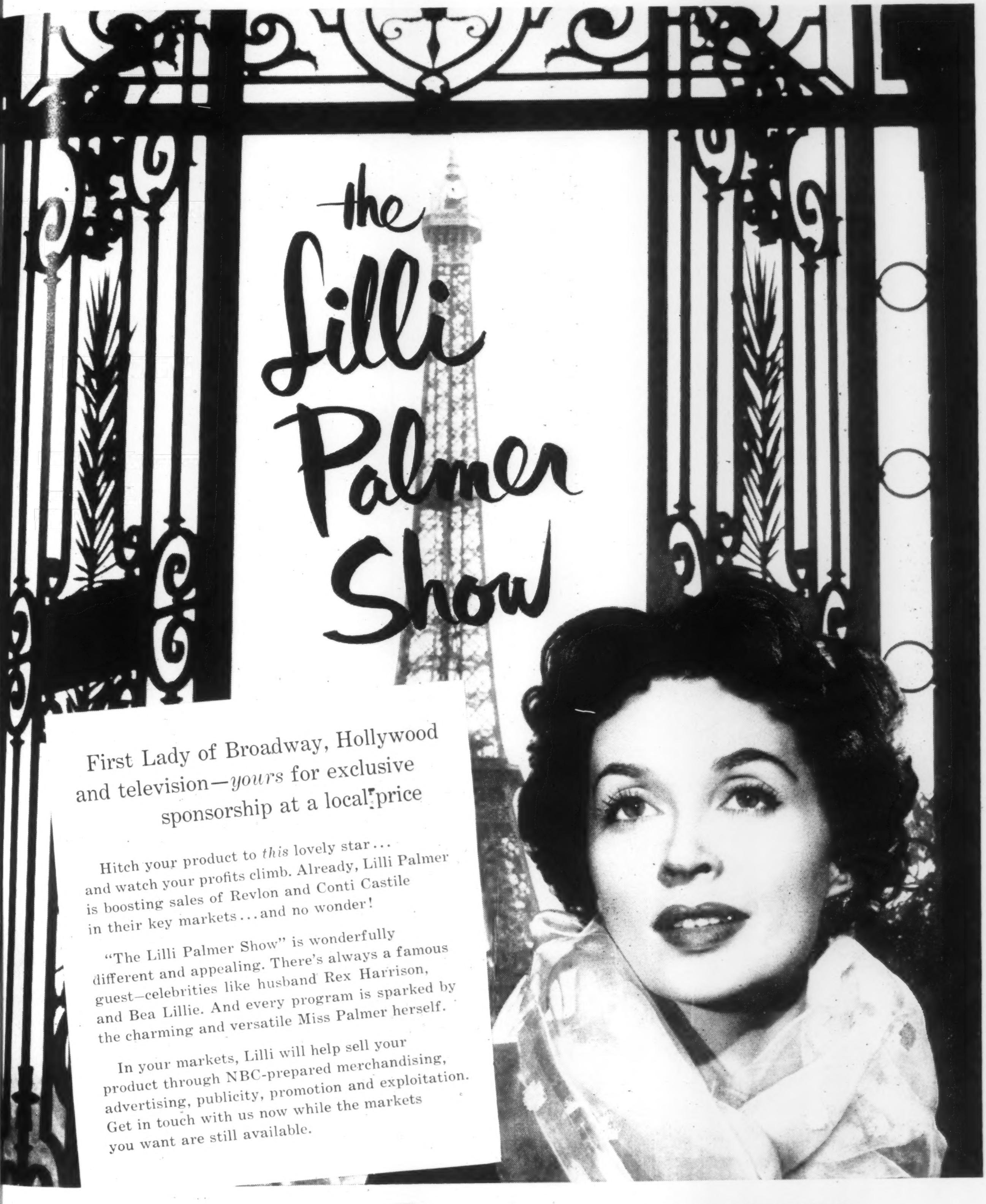
NEW type of low-cost, extremely portable camera will be introduced at the convention. Dage headquarters in Room 2116 will feature a "baby brother" of the studio camera, complete with three-lens turret and focusing hand on the side. It has electric viewfinder and 16 tubes, weighing less than 20 pounds.

The camera can be used with the RCA



REPRESENTATIVES of Consolidated Television Sales at NARTB convention will include (top row, l to r): Peter M. Robeck, general manager; Halsey V. Barrett, eastern sales manager; Dwight W. Whiting, western sales manager; Wade Barnes, account executive. Bottom row: John M. Asher, advertising and sales promotion manager; Ralph Baruch, account executive; Richard H. Gedney and William Finkeldey, account executives.

XUM



the Lilli Palmer Show

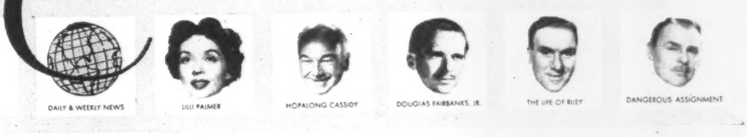
First Lady of Broadway, Hollywood and television—*yours* for exclusive sponsorship at a local price

Hitch your product to *this* lovely star... and watch your profits climb. Already, Lilli Palmer is boosting sales of Revlon and Conti Castile in their key markets... and no wonder!

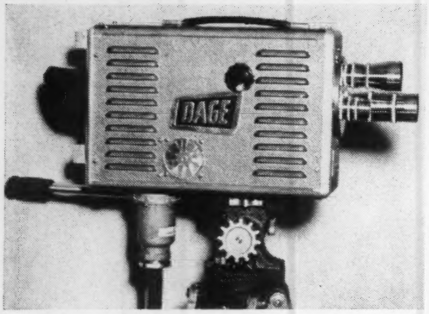
"The Lilli Palmer Show" is wonderfully different and appealing. There's always a famous guest—celebrities like husband Rex Harrison, and Bea Lillie. And every program is sparked by the charming and versatile Miss Palmer herself.

In your markets, Lilli will help sell your product through NBC-prepared merchandising, advertising, publicity, promotion and exploitation. Get in touch with us now while the markets you want are still available.

NBC FILM DIVISION


DAILY & WEEKLY NEWS
LILLI PALMER
HOPALONG CASSIDY
DOUGLAS FAIRBANKS, JR.
THE LIFE OF RILEY
DANGEROUS ASSIGNMENT

NEW YORK, CHICAGO, LOS ANGELES



THIS is Dage Electronics Corp. new portable TV camera weighing less than 20 pounds.

camera control unit. Dage also has a camera control unit with small kinescopes which can be used for both picture and wave form monitoring. The case is the same size as the camera and weighs somewhat less. Dimensions of camera are 14 inches long, 9¾ inches high and 4⅝ inches wide. Other products to be exhibited include lenses, tripods, dollies and cables. Vern T. Rupp Co. and E. L. Berman Co., West Coast sales representatives, will participate in the exhibit.

Mr. Lahey

Personnel:

James H. Lahey, president
F. Dan Meadows, general sales manager
Bill Alinsky, chief design engineer
Roy Foerster, development engineer

Mr. Meadows

Mr. Foerster

ALLEN B. DuMONT LABORATORIES

SEVERAL new developments in TV transmitting equipment will be introduced by Allen B. DuMont Laboratories. A new video recorder unit is described as producing recorded programs far superior to those previously used. It utilizes a 7-inch high-voltage, high-definition aluminized blue phosphor tube (K1080-P11).

Electronic refinements are credited with producing clarity plus brilliance in recordings. The tube has electro-magnetic focus and deflection with new high-definition gun and regulated high-voltage supply. The grid can be modulated to produce either negative or positive picture, a time-saver when speed is desirable.

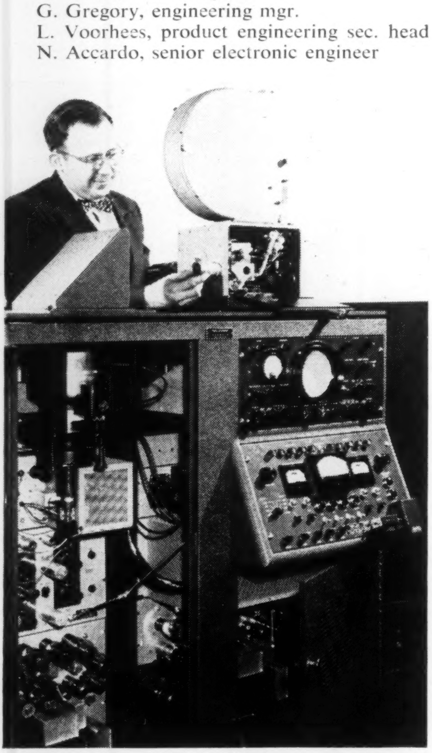
A new two-bay 24 wavelength-section slot-type UHF transmitting antenna (5327-A) is said to provide uniform coverage. It can be electrically and mechanically titled. Rugged construction is specified, with center feed to eliminate delicate electrical connections and insulators. The antenna is delivered ready to install with weather-proofing and color-coding applied.

DuMont is displaying a new 17-inch picture monitor (5281-B), featuring compactness and versatility. An exceptionally bright picture at low cost is claimed. The monitor may be operated on either the composite picture signal or separate sync signal. It is designed for use in announcing booths, film rooms, client's rooms or as a cuing monitor. Simplicity of operation is a feature. The front panel has only brightness and contrast controls, with on-off line switch.

A film scanner described as "revolutionary" will be shown as well as a pneumatic-balanced three-wheel camera dolly said to have many advantages. The scanner may be used for either film or opaque pickup.

Personnel:

H. E. Taylor, division mgr.
R. E. Kessler, assistant division mgr.
J. B. Tharpe, national sales mgr.
D. A. Stewart, distribution mgr.
L. C. Radford, Jr., eastern district mgr.
H. Bloomberg, central district mgr.
T. B. Moseley, southern district mgr.
R. J. Myers, western district mgr.
M. A. Mayers, educ. TV sales devel. coord.
J. P. Gallagher, indus. TV sales devel. coord.
F. Newman, advertising mgr.
R. Leedy, assistant to advertising mgr.
G. G. Scott, sales repr.
F. A. O'Connell, sales repr.
C. E. Bell, sales repr.
J. F. Becker, sales repr.
S. W. Pozgay, sales repr.
B. J. Klindworth, sales repr.
G. Winston, sales repr.
V. Russell, sales repr.
W. C. O'Brien, sales repr.
L. E. Pett, sales repr.
C. E. Spicer, sales engineering mgr.
W. I. McCord, sales engineer
W. Cothron, sales engineer
H. Del Muro, sales engineer
F. C. Grace, sales engineer
W. Robinson, sales engineer
J. Shearer, sales engineer
G. Wagner, sales engineer
G. Wald, sales engineer
G. Gregory, engineering mgr.
L. Voorhees, product engineering sec. head
N. Accardo, senior electronic engineer



NEW video recorder unit developed by DuMont will be featured in the company's convention exhibit. Here it is demonstrated by Herbert Foster, DuMont TV engineer.

FAIRCHILD RECORDING EQUIPMENT CORP

FEATURED in Fairchild's exhibit in Ro 2110 will be the current Model 530 thr speed synchronous transcription table. T model is described as featuring high quality a low price. In fact, Fairchild claims it is t

HERE IS Fairchild's new model 530 three-spee synchronous transcription turntable, featurin direct-gear drive and low cost.

lowest priced table of its kind on the marke An integrally built three-speed direct drive un permits selection of any speed at will b the flip of a switch, whether the table is running or still.

The direct-gear drive table is synchronous a all three speeds. Synchronous operation is important, Fairchild points out, in insuring tha transcribed programs end on the second exactl as planned. This avoids interference with commercials around station-break time, an advantage claimed over rim-driven turntables. I the case of TV, synchronous operation is important in synchronizing sound with motio picture material.

Signal-to-noise ratio is said to be better tha in previous models. Several hundred are alread in use, according to Fairchild, and productio has been increased. The exhibit will includ other items in the Fairchild line.

Personnel:

Jay H. Quinn, manager, sales and advertising
Harold A. Kittleson, West Coast representative

FEDERAL TELECOMMUNICATION LABS.

A TYPICAL operating station demonstrating TV transmitting studio and camera equipment will mark the convention exhibit located in Space 6 of the Biltmore Ballroom under auspices of Federal Telecommunication Labs., an associate of International Telephone & Telegraph Corp. Several items from Federal's complete line of TV broadcast equipment will be included, including the Federal microwave television link, sync generator and picture monitors. The operating position will include the Federal poly-effex scanner, the UHF transmitter console, necessary camera controls and audio equipment. This display will illustrate the two-man operation through use of Federal television equipment.

FEDERAL TELEPHONE & RADIO CORP.

LINE transmitting and rectifier tubes, agnetron and TV picture tubes will be ex- ibited at the convention by Federal Telephone Radio Corp., an associate of International elephone & Telegraph Corp. Another feature ill be Federal's overload radiation switch, a ew development designed to combat tube ilure due to annode overheating.

ersonnel:

W. P. Hollis, vacuum tube sales manager
Don C. Wallace, sales engineer
W. W. Wallace, sales engineer

GABRIEL CO. (WORKSHOP ASSOCIATES DIVISION)

HILE Workshop Associates Division of abriel Co. will not have its own exhibit, Allen DuMont Labs. and Federal Telephone & adio Corp. will have models of the company's hf-TV antenna.

ersonnel:

C. W. Creaser Jr., sales manager
Dr. John Ruze, engineering manager

GATES RADIO CO.

ATES will display several items of equipment the Biltmore Hotel's Grand Ballroom. All ew, the items include:

Sound effects console for TV production, 500 vhf TV transmitter, 10-channel speech input onsole for TV and standard broadcasting, 250 AM auxiliary or standby transmitter to hanle Conelrad or any standby application, master ontrol equipment for TV and standard broadasting, line of sound effects and line filters and complete line of Gates plug-in amplifiers.

ersonnel:

P. S. Gates, president
Robert Kuhl, West Coast sales engineer
Larry Cervone, New York dist. mgr.
Bob Blanchard, Denver dist. mgr.
Robert Gray and George Oliver, engineering department, Quincy
Richard Eickmeyer, sales department, Quincy

GENERAL COMMUNICATIONS

N extensive line of video and audio equipent will be displayed by General Communicaons, featuring minimum manpower requireent through use of automatic and maintennce-free devices. Products on exhibit include ideo and audio preselect program switching ystems; camera switching systems; video and udio dial-operated monitor switching system; tabilized video distribution amplifiers; master ower supply systems with associated voltage egulators, relay power supplies (saturable reactor regulatng type) and remote control lightg panels.

ersonnel:

E. D. Peterson, general sales manager
B. Lenox Dunbar, broadcast equipment
R. D. Francisco, sales engineer
D. F. Petersen, sales engineer
L. Sibilia, sales engineer
C. H. Coleman, design engineer

magnecord
THE STANDARD OF
Broadcasters
THE WORLD
AROUND
New...the magnecord Voyager

ONE-CASE PORTABLE
PROFESSIONAL TAPE RECORDER

A New Convenience—Here, in a single case, is a professional portable recorder and amplifier that you can carry with one hand. Broadcasters everywhere appreciate the ease with which the Voyager can be handled—the way it lightens their remote work. Newest member of the famous Magnecord family... sturdy, rugged, reliable—always producing perfect recordings.

Professional Quality—Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has bridging and low impedance mike inputs; 600-ohm balanced output and two-speed (7½" and 15") equalization and headphone monitor jack on front. Optional: automatic tape lifter.

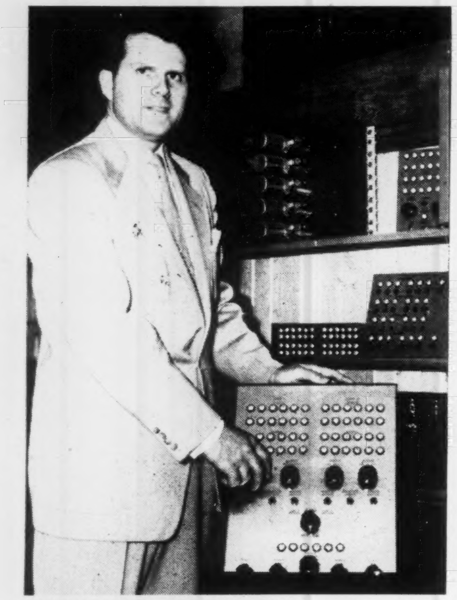
Unlimited Uses—To lighten all remote work—Advertising agencies and radio stations are finding the flexible Voyager can be used in countless ways—air checks, development of spot announcements, program development, and with an amplifier and speaker, auditions and client presentations.

For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-4A Chicago 10, Illinois

The Famous Magnecorder—
Standard of Broadcasters



AUDIO-VIDEO APPARATUS to be shown NARTB delegates by General Communications is demonstrated by B. Lenox Dunbar, in charge of broadcast equipment.

GENERAL ELECTRIC CO.

NEW 12 kw uhf television transmitter, new portable camera system and numerous new switching facilities will be shown at the convention. General Electric has now delivered three of the high-power uhf transmitters and all are on the air, according to Frank P. Barnes, GE broadcast equipment sales engineer. They are WHUM-TV Reading, Pa.; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke, Mass. Another 50 firm orders are to be delivered this year, Mr. Barnes said.

The new portable camera chain will be in operation, with two cameras. The new Zoomar studio lens is optional. The new chain is called the first to offer electronically controlled special effects direct from the remote location.

A complete line of switching facilities will be shown, including a new relay type unit, capable of handling a wide variety of switching activities in a quick and efficient manner.

A new dual slide projector featuring single lens projection, also will be displayed. According to Mr. Barnes, the projector is versatile, and offers simplified handling of special effects.

The company's all plug-in type audio console will be shown. For television, nine mixers and up to seven pre-amplifiers will provide virtually any combination needed to program live, film and remote shows. All incoming wiring and amplifiers are plug-in units.

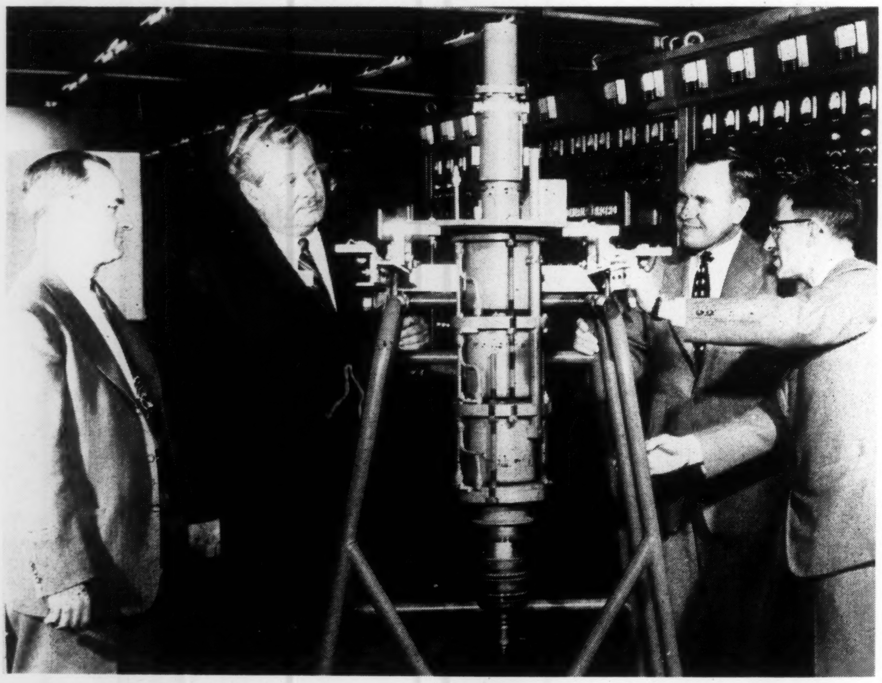
Personnel:

Ralph Yeangle, supervisor of broadcast product planning
Paul L. Chamberlain, manager, commercial products marketing
Frank P. Barnes, broadcast equipment sales manager
William J. Morlock, general manager, commercial products

GENERAL PRECISION LAB. INC.

GPL will exhibit an image orthicon camera chain with remote control of all operations and will demonstrate a new television film chain among its products scheduled for convention showing.

It will be the first West Coast showing for both, GPL said. The full-size image orthicon, mounted on a special pan-and-tilt pedestal, will pan through 280 degrees, tilt through 63 degrees, switch to any of four lenses and adjust focus and iris setting—with all control by an operator from a box a thousand feet away, according to GPL spokesmen.



FOUR OFFICIALS of General Electric Co. inspect 15 kw Klystron and 12 kw uhf TV transmitter to be displayed at NARTB convention. Left to right: Ralph Yeandle, supervisor of broadcast product planning; Paul L. Chamberlain, manager of commercial products marketing; Frank P. Barnes, broadcast equipment sales manager; William J. Morlock, general manager of commerical products for General Electric Co.

The new film chain camera will be combi with the GPL PA-100A 16mm projector.

GPL also will show one of its stand image orthicon cameras now in use by netwo and stations. Two GPL sync generators w change-over panel will be mounted in a sta ard rack developed by GPL for utility, spa saving and field convenience, the firm said. new type of distribution amplifier and po supply will be shown by the firm.

Personnel:

Blair Foulds, vice president.
Nathaniel M. Marshall, TV sales mgr.
E. J. Baughman, West Coast repr.
Joseph W. Belcher, Eugene H. Lomba and L. L. Pourciau.

HARRY S. GOODMAN PRODUCTIONS

THIS firm will occupy exhibit rooms 23 01-02 for receptions and refreshments, auditi of radio shows and auditions of TV films, spectively.

Radio productions will include 260 quart hour programs of *Golden Time,* children's sh of music and songs with "an occasional story;" 52 half-hour productions of a mystery - adventure program, *30 Minutes to Go,* a new series to be added to Goodman's two current half-hour mysteries, *Mystery House* and *Let George Do It.* Goodman also will present a series of quarter-hour interviews of sports figures.

Mr. Goodman

Goodman TV film exhibits will include t new *King Calico* series of 65 quarter-hour ch dren's puppet shows, plus "some new ideas" animated TV film commercials and syndica one-minute and 20-second films for "vario lines of business."

Goodman also promises "some surprises the way of giveaways, attractive models a a daring attraction that will wow 'em."

Personnel:

Harry S. Goodman, president.
Hal Willis, Midwest representative.
Spence Caldwell, Canadian representativ

GRAY RESEARCH & DEVELOPMENT CO.

FEATURED in the Gray exhibit will be new Telejector, a light-weight compact pr jector using 2x2 transparencies. Advanta claimed are low initial cost, simplicity in ope tion and ease of maintenance. The compa describes it as a "trouble-free, precision inst ment that offers new and greater freedom creating more effective television commercia news flashes and photographs, temperature a time announcements, or station and spons identification."

The two turrets will take 12 slides at a loa ing, with additional loaded turrets substitu in a matter of seconds for unlimited sequen Projection alternates from one lens system

XUM

FOOTAGE
CINE-KODAK SPECIAL II CAMERA
FOR NEWS
OR
Commercials

Here's the camera that quickly adapts to every TV assignment

First you're sent to film a baby drinking the sponsor's milk . . . two hours later you're filming a downtown fire . . . or getting close-up shots of famous personalities for the night's TV news.

Whatever the assignment, the 16mm. Cine-Kodak Special II Camera enables you to swing into action fast . . . and keep shooting. Thread its multiple film chambers ahead of time (100- and 200-foot sizes), and you are ready to go into action—and stay in action.

This is the only 16mm. camera with a true reflex finder; focusing and framing are faster and more accurate *through* the lens. A variable shutter gives added exposure control and permits the making of special effects.

A twist of the twin turret switches lenses in a split second, invaluable for most assignments. And you'll be more than pleased with the detail you capture with any of the famous Kodak Cine Ektar Lenses, finest ever made.

Special effects without accessories

You need no special accessories to make fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects. The Special does them all.

No other easily portable 16mm. camera combines so many of the features you want and need for television. Let your Kodak dealer tell you more about the Cine-Kodak Special II Camera—or send the coupon for a detailed description.

Cine-Kodak SUPER-XX
200
16
SUPER XX
Cine-Kodak SUPER-X
100
16
SUPER-X

CINE-KODAK FILM is available in 100-, 200-, and 400-foot rolls—single- or double-perforated—from your Kodak dealer. It's wise to have Kodak make duplicates of commercials in case of loss or too much wear. Ask your dealer about this service, too.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME________________POSITION________

COMPANY________________

STREET________________

CITY________________(ZONE)

STATE________________

Kodak
TRADE-MARK

SHOWING new Gray Telejector are Newland F. Smith (left), assistant general manager, and Chester B. Hayes, general sales manager of Gray Research & Development Co.

another. Only one slide can be tripped at a time.

Other items to be shown include the Telop II, 103S, 108B and 106SP transcription arms, 602B and 603 equalizers.

Personnel:

Newland F. Smith, general manager.
Chester B. Hayes, general sales manager.

GRAYBAR ELECTRIC CO.

LOCATED in the main ballroom of the Biltmore, Graybar will show products of a number of leading manufacturers of television and broadcasting equipment. The products can be obtained separately or in a complete TV or AM package.

In general the TV portion of the exhibit will emphasize the economies of two-man station operation by use of the Federal flying spot scanner. The AM portion will include Continental Electronics' new transmitter remote control system, supplemented by automatic AM-FM programming by Ampex, and other new developments.

Manufacturers represented in the Graybar display are:

Altec Lansing Corp., audio equipment.
Blaw-Knox Co., towers.
Ampex Electric Corp., tape recorders and reproducers.
Century Lighting Inc., TV lighting.
Continental Electronics Mfg. Co., AM transmitters, directional antenna, remote control equipment.
Fairchild Recording Equipment Co., turntables and pickups.
Federal Telecommunication Labs., TV transmitters, antennas, studio equipment, cameras.
Machlett Labs., transmitting and industrial vacuum tubes.
Television Zoomar Corp., special TV lenses and instruments.

GRAYBAR and Federal Telecommunications Labs. executives planning NARTB exhibit (seated, l to r): A. J. Baracket, FTL studio dept. head; E. C. Toms, Graybar manager electronic sales, Richmond, Va.; M. Silver, FTL television division head; J. M. Valentine, FTL station installation dept. head. Standing, R. G. Bach, FTL technical assistant to TV division head; G. I. Jones, Graybar national electronics sls. mgr.; E. Bradford, FTL trans. dept. head.

HOUSTON-FEARLESS CORP.

ON DISPLAY at Houston-Fearless Corp.'s headquarters, room 2337-8-9 of the Biltmore, will be the complete line of television studio equipment and motion picture processing equipment currently illustrated in the catalogue.

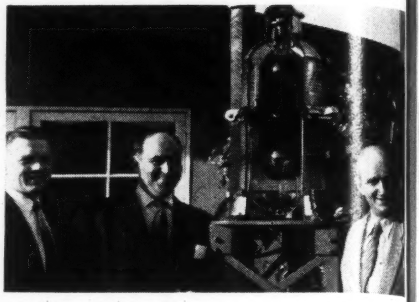
Two pieces to be shown for the first time are expected to arouse industry interest. Houston-Fearless explains the items will be "a surprise package to the industry" and it is not divulging any advance information.

Personnel:

R. C. Wilcox
H. W. Houston
J. B. Olsson
K. B. Elliott
Bruce Dalton
Art Kjontvedt

HUGHEY & PHILLIPS

COMPLETE tower lighting equipment will be displayed at the NARTB convention by the tower lighting division of Hughey & Phillips, Encino, Calif. The exhibit will include beacons, flashers, obstruction lights, and photo-electric units to indicate lamp failures as well as illegal entry. The photo-electric units have been installed at unattended microwave and TV stations.



BEAMING at beacon are three Hughey & Phillips executives who awarded plaque to tower lighting division for highest sales gain. Left to right: Lee Scott, director of advertising and sales promotion; Martin Phillips, president; Russell Smith, manager of tower lighting division.

Actual demonstrations will be operated in the Hughey & Phillips exhibit. Literature will be available on all items. Reprints of the new FCC rules governing painting and lighting of towers will be given delegates.

The tower lighting division showed the largest percentage sales increase in 1952 of any Hughey & Phillips division.

IDECO Triangular
TALL TOWERS
IDECO TOWERS For STRENGTH-SAFETY-SERVICE

IDECO tower exhibit panel to be shown at NARTB convention is checked by (l to r): J. Roger Hayden, sales manager, Stu E. Wilson, contract administrator, and C. E. Ponkey, president.

IDECO DIVISION, DRESSER-STACEY CO.

IDECO's exhibit will feature a number of large lighted murals illustrating some of the 1,000-foot-plus towers the firm has erected.

Also to be shown are illustrations of the variety of tower types available and the kinds of topographic conditions under which they have been erected—"on buildings, mountains, over water, etc." Structural design of Ideco towers will be shown by diagrams, copy and pictures.

Ideco will set up a photographic booth to make a picture of each visitor, who will receive the picture in a convention souvenir folder.

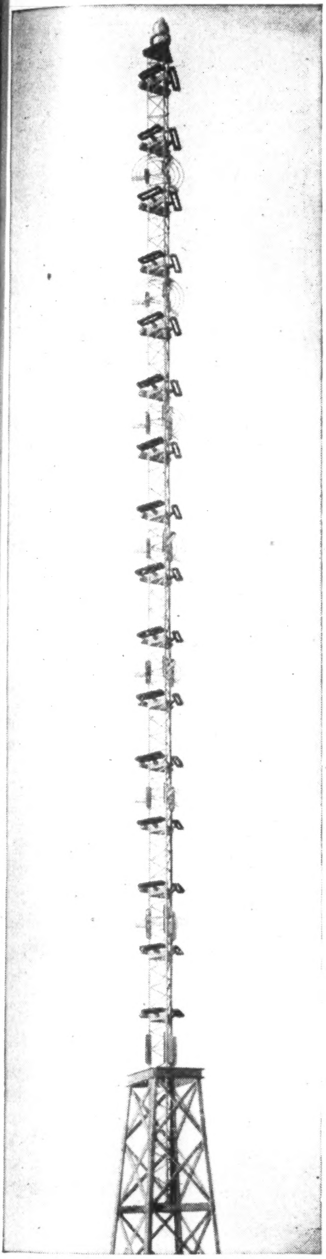
Personnel:

C. E. Ponkey, president
J. Roger Hayden, sales manager.
Stu E. Wilson, contract administrator.
K. H. Brust, Los Angeles branch manager.
John McVey, sales engineer.
William Knox, sales engineer.

Get all your TV needs as a "Package"

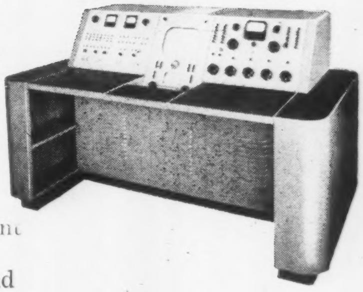
from this single, convenient source—

Graybar



A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices



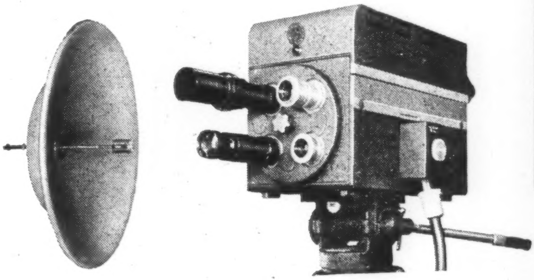
Graybar, today, offers you a packaged planning and supply service for new TV installations — a *complete* package that can put you on the air with efficient, well-engineered equipment in the shortest possible time.

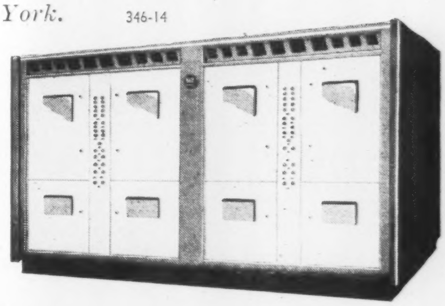
From camera to antenna, Graybar Broadcasting Equipment Representatives will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of equipment and supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and communication systems. In these fields, too, other Graybar specialists are at your service.

Whatever your telecasting (or broadcasting) requirements, call Graybar first—it's the easy way to get everything electrical *when* and *where* you need it. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.*

346-14





EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER
100 PRINCIPAL CITIES

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 21 cities.

ATLANTA
E. W. Stone,
Cypress 1751

BOSTON
J. P. Lynch,
Kenmore 6-4567

CHICAGO
E. H. Taylor,
Canal 6-4100

CINCINNATI
W. H. Hansher,
Main 0600

CLEVELAND
A. C. Schwager,
Cherry 1-1360

DALLAS
C. C. Ross,
Randolph 6452

DETROIT
P. L. Gundy,
Temple 1-5500

HOUSTON
R. T. Asbury,
Atwood 4571

JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig,
Baltimore 1644

LITTLE ROCK
W. E. Kunkel,
Little Rock 5-1246

LOS ANGELES
R. B. Thompson,
Angelus 3-7282

MINNEAPOLIS
C. W. Greer,
Geneva 1621

NEW YORK
R. W. Griffiths,
Exeter 2-2000

OMAHA
L. J. O'Connell,
Atlantic 5740

PHILADELPHIA
J. W. Crockett,
Walnut 2-5405

PITTSBURGH
R. F. Grossett,
Allegheny 1-4100

RICHMOND
E. C. Toms,
Richmond 7-3491

ST. LOUIS
J. P. Lenkerd,
Newstead 4700

SAN FRANCISCO
K. G. Morrison,
Market 1-5131

SEATTLE
D. I. Craig,
Mutual 0123

INTERNATIONAL NEWS SERVICE TV DEPT.

DAILY INS-TV news will be screened in the headquarters suite, 2130-31 at the Biltmore, along with weekly news films and weekly sports film. Facsimile and super-projectile service will be demonstrated.

Personnel:

Robert H. Reid, INS-TV manager
David R. Williams, sales representative
John D. Hanley, West Coast manager
Lee Ferrero, INS Los Angeles bureau manager

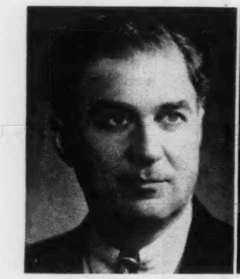
KEYSTONE BROADCASTING SYSTEM

KEYSTONE will occupy Rooms 2124-25 at the Biltmore Hotel, where the network will feature display of its primary coverage maps, along with TV and other network overlays showing Keystone's supplementary coverage.

KBS expects to display a bulletin board showing the advertising done by the firm during the past year, and also B•T Showsheets, which Keystone reports it sends regularly to agencies and its affiliates.

Personnel:

Sidney J. Wolf, president.
Edwin R. Peterson, vice president.



Mr. Wolf

Mr. Peterson

KLIEGL BROS.

COMPLETE operating system in a typical studio lighting plan will be assembled for the Kliegl Bros. exhibition.

The Kliegl lighting system, with all items approved by Underwriters' Labs., will be available to visitors who wish to "try their hand" at lighting control, the firm announces. It will include lighting fixtures and accessories, electrical wiring outlets and light selection and intensity control equipment.

Kliegl, which claims a good record of past work with the TV industry and and for lighting and equipment specifically designed for TV, says its lighting systems are in use "in every section of the U. S., Canada, Mexico, etc."

Kliegl TV lighting equipment distributors include Allen B. DuMont Labs., General Electric Co., General Precision Labs., Graybar Electric Co. Inc., RCA Victor Div. and other equipment suppliers.

"Tested sample layouts for every need—local to large network," are included in Kliegl's TV Lighting & Associated Facilities Planning Manual, which will be available at Space No. 5 in the Biltmore Renaissance Room.

Personnel:

Herbert A. Kliegl, vice president.
George Gill, TV sales representative.
Arch Monson, president, Kliegl Lighting Co. of Calif. (sales, service).
Chet Glass, Kliegl Lighting Co.
Robert Graham, Kliegl Lighting Co.

LANG-WORTH FEATURE PROGRAMS

HEADQUARTERS in Suite 2319-20-21 at the Biltmore will be specially decorated and include exhibits of promotion material. Several new programs will be announced at the convention, including a new type of personalized music spot for radio in which name of the sponsor or product is personalized.

Mr. Langlois Sr.

Personnel:

C. O. Langlois Sr., president
C. O. Langlois Jr., treasurer
John Langlois, secretary.
W. O'Keefe, manager of artists and representatives
Hugh Allen, West Coast representative
Al King, in charge of midwestern office

LEHIGH STRUCTURAL STEEL CO.

LEHIGH will have no exhibit this year, but will have two representatives at the convention.

Personnel:

Thomas V. Sheehy, assistant sales manager, Radio & Export Division, Lehigh Structural Steel Co.
Gerry Metz, assistant erection superintendent, Lehigh Construction Co. (subsidiary).

MACHLETT LABORATORIES

SPECIAL emphasis will be placed by Machlett on its high-power vhf model tube, a coaxial terminal, ring-sealed triode. Some 18 or 20 tubes will be shown in Space 6 in the Ballroom exhibit of Graybar Electric Co. and in the second floor suite, 2112, 2115. The ML-6256, 6257 and 6258 low-power AM and FM triodes are to be featured. They are in the 2-3 kw range.

Personnel:

H. J. Hoffman, vice president, power tube sales
R. E. Nelson, sales engineer
George Taylor, sales engineer

MAGNECORD INC.

MAGNECORD Inc., Chicago, will show its one-case portable, The Voyager, which combines a standard PT6-AH recorder with a lightweight line level amplifier. It is designed for professional use. Weight of unit is 42 pounds and case measures 19″ x 7¾″ x 17¾″.

Binaural 3-dimensional broadcasting also will be displayed. Unit combines an amplifier (PT6-BN) and recorder mechanism (PT6-BAH). Binaural Magnecorder is designed for use with AM and FM channels.

Other products include a Magnecorder with 3-channel high level mixing; a recorder (PT63-AH) offering wide band response and fidelity, with three heads for monitoring, separate erase, record and playback heads. An amplifier (PT7-P) has inputs for 3 low-impedance microphones, with separate pre-amp for each with high level mixing. There are separate record and playback amplifiers. Another product is the Magnecordette, a lower-priced professional unit.

Personnel:

C. G. Barker, manager, Neely Enterprises (Magnecord, L. A. representatives)
Joe Craig, Neely

MARCH OF TIME

OCCUPYING Suite 2317-18 at the Biltmore, March of Time will have decorations and continuous showing of its TV films.

Personnel:

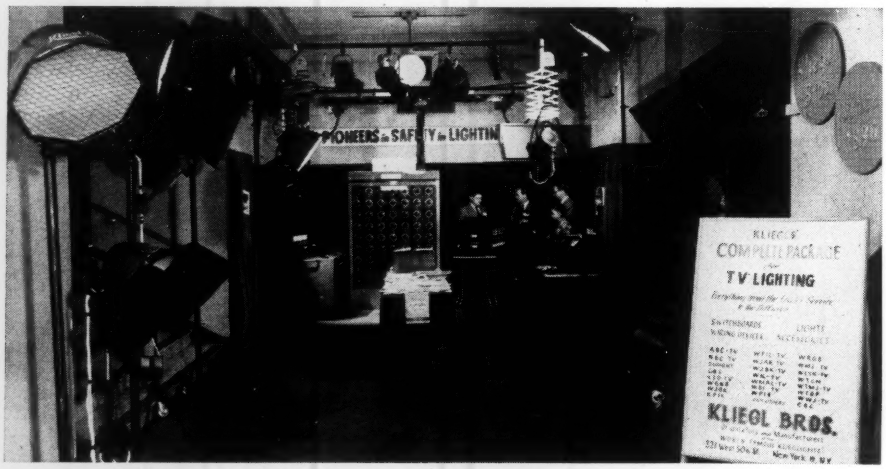
Arthur Murphy, general manager
Allen Dibble, assistant to general manager
Frank J. Shea, director of sales
Thomas H. Black, sales representative
William R. Rennan, sales representative
Maynard E. Womer, sales representative

MOTION PICTURES FOR TELEVISION (MPTV)

EFFECTIVENESS of films in selling station time will be pointed up by Motion Pictures for Television (MPTV) in Suite 2118 of the Biltmore, with brochures and posters illustrating the methods used.

Personnel:

E. H. Ezzes, sales manager
Fred Yardley, manager of Chicago regional office
Ken Rowswell, manager of Dallas regional office
Dave Wolper, manager of Los Angeles regional office
Dick Feiner, sales representative, Los Angeles office



KLIEGL BROS.' lighting exhibit at last year's Chicago NARTB convention (above) gives some idea of the complete operating system to be put on display by Kliegl at this year's convention.

Memo to Editors

About Oil Imports and a Strong America

Today, imports of foreign oil are 154% greater than they were in 1946. Oil is being dumped on our shores at a rate approximately 14% greater than a year ago. More than one-third of this foreign oil is the cheap residue of the refining process. This residual oil is going under boilers to take the place of coal.

The substitution of foreign residual oil for U. S. coal has far-reaching consequences—not for the coal industry alone but for all industry. The immediate consequences are the closing of mines, unemployment of miners and diminished railway freight revenues. These are no small matter. Some 15,000 miners lose a day's work every day that foreign residual oil pours in at its present rate. Railroad workers lose, too—for total coal tonnage lost this year on this account may reach 40 million tons.

The long-range consequences are of even greater importance. The dumped residual oil is hurting many other basic industries, *including* domestic oil producers themselves.

Since so large a portion of these imports is residual oil, sold at sacrifice prices on our seaboard, domestic refiners have had to reduce the price of their residual oil. This has been compensated for by increased prices of refined products such as gasoline, which now costs the public more than at any time in the last 30 years.

The present oil program, by shrinking the capacity of our fuel and railroad industries, weakens our national defense. Coal mines cannot be turned on and off like a faucet. And in time of emergency the nation will need these mines which residual oil imports are now closing.

The coal industry is ready and willing to meet the competition of domestic oil and gas. Coal accepts this competition under the free enterprise system and is confident of its ability to hold its own, without governmental aid or governmental interference.

But coal is fighting to stem the tide of foreign residual oil now pouring in at such an unprecedented rate.

This fight is in the national interest. Everyone should be concerned with it—and back it.

BITUMINOUS COAL INSTITUTE

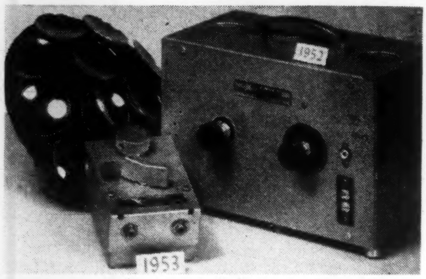
A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

MUSICOLOR INC.

FOUR new Telecolor models will be demonstrated in Room 2236 of the Biltmore during the NARTB convention. The display ranges from apparatus for TV rear projection and direct-to-camera or on film, to hanging fixtures that decorate the ceiling and walls of studio reception rooms and homes. All units produce a rainbow of changing shapes and colors in synchronization with musical beat. New models use transistors.

Anticipating color TV, a preview showing of the 16 mm Telecolor film "Jamming the Rainbow," with original music by Wayne King, will be shown hourly. Telecolor Services is a division of Musicolor Inc. A "bubble" conceived by George Nelson, architect, and made by Howard Miller Clock Co., is a unique exhibit item, along with "flying saucers" made by M. A. Van Esso. Centerpiece of the display is the new Aurorabar Model 5 projector.



NEW synchronizer (below) of Musicolor Inc. greatly reduced in size from 1952 model (right) through use of transistors. At left is concave mirror rotor.

Personnel:

Stuart V. Dawson, TV film sales
Arch Monson, West Coast representative
Edwin S. Pierce, IATSE
Charles R. Sears, chief engineer
Helen Spencer, AID
Paul G. Tyler, IATSE
Maurice Wetzel, lighting consultant
Horace N. Stovin, Telecolor Services, Toronto
Lloyd G. Harris, Servicios de Telecolor, Mexico City.

NBC FILM DIVISION

Mr. Sarnoff

THE exhibit of NBC Film Division will be located in rooms 2305-6-7-8 on the second floor of the Biltmore Hotel. Theme of the display will emphasize the properties to be syndicated during the coming year, according to Robert W. Sarnoff, vice president in charge of the NBC Film Division, a subsidiary of RCA. During the convention Mr. Sarnoff will be a member of a panel on "Film's Place in Television."

Personnel:

Robert W. Sarnoff, vice president
John B. Cron, national sales manager
H. Weller Keever, supervisor film sales, Central Division
Clifford Ogden, supervisor film sales, Western Division

A. C. NIELSEN CO.

THE Nielsen displays, to be shown in rooms 2105-06, will feature the marketing research firm's audience measurement services—Nielsen Coverage Service, Nielsen Radio Index and Neilsen Television Index (see picture page 100).

The exhibits will demonstrate the uses of NCS, NRI and NTI, with emphasis on station circulation reports provided by the Nielsen Coverage Service. Sample station and area reports will be available to visitors.

Personnel:

Arthur C. Nielsen, president
William S. Ahrbeck, vice president
Fred H. Kenkel, vice president
Joseph R. Matthews, NCS West Coast manager.

OFFICIAL FILMS

PROJECTOR to show films, numerous decorations and sets of brochures and booklets showing company products will be on display in Official Film's headquarters, Suite 2356 of the Biltmore.

Personnel:

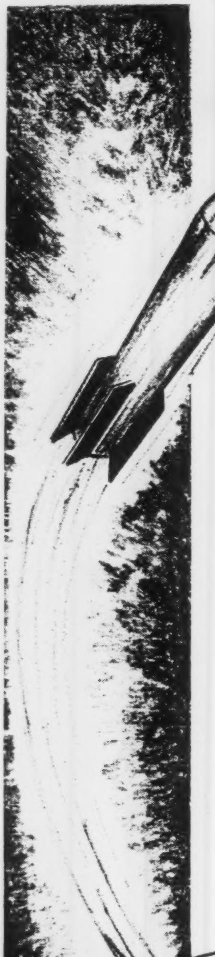
Bud Austin, director of national sales
Herman Rush, director of syndicated sales

PHELPS DODGE COPPER PRODUCTS CORP.

HEADQUARTERS will be maintained in Suite 2354-55 of the Biltmore by Phelps Dodge Copper Products Corp. Merchandising aids will be shown, along with a demonstration of the company's Styroflex.

Personnel:

A. B. Dod, cable engineer
Harry W. Finnell, Pacific Coast sales manager



The only 50,000 Watt Station in—

"THE FASTEST GROWING AREA in the U. S."
U.S. News &World Report

Covering:

40 of the 46 Counties in New Mexico and Arizona
Plus 24 counties in Colorado
Plus 4 counties in Utah
NCS Market Areas — 1952

Where:

"New People Are Pouring In"
"Tourists Flock to Desert Ranches and Mountain Resorts"
"Mines Are Working Full Blast"
"More Factories and Shops Open Every Month"
"A Vast New Farming and Industrial Empire Is Springing Up"
U. S. News and World Report, March 6, 1953

KOB
ALBUQUERQUE, N. M.

50,000 Watts on 770
25,000 Watts, Nights

in NEW MEXICO, the Atomic Market
50,000 Watt KOB is the Energy Station

Represented by
THE BRANHAM CO.

portrait of an engineer...

Engineers are a happy lot, until faced with a moment like this:

A recording is completed. The disc is put on the playback table . . . but it's full of "pops," "ticks" and "hisses".

This can easily happen in the life of any engineer, if he has not been discriminating in his selection of recording discs.

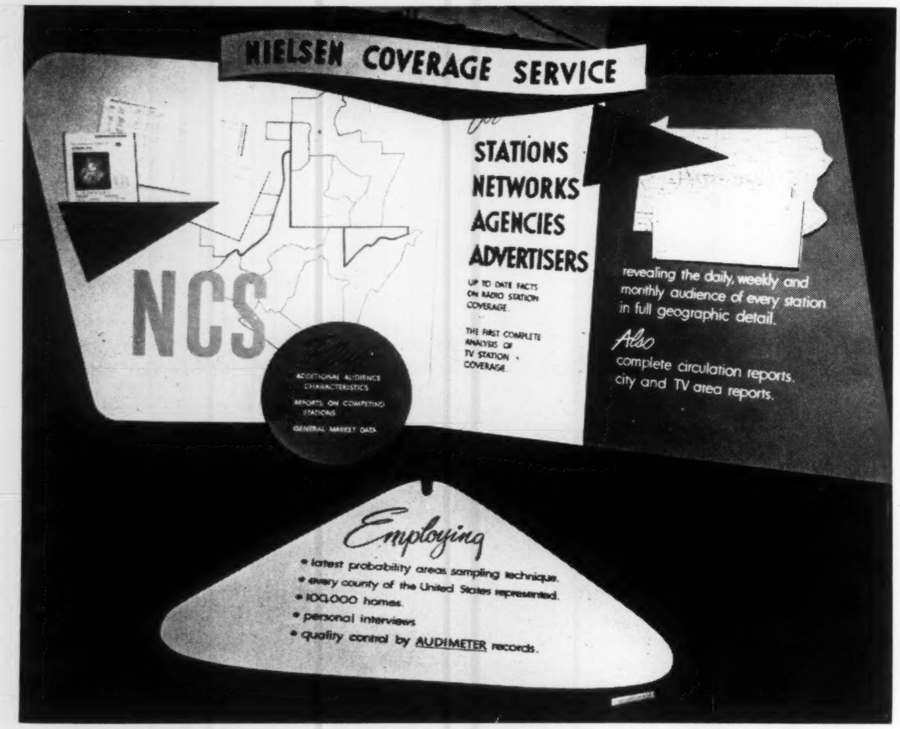
If this picture fits you . . . you are ready for a change in brand. And the wisest change is to Presto Green Label discs . . . because this label is your assurance of the smoothest lacquer surface available and top performance every time.

PRESTO
RECORDING CORPORATION
PARAMUS, NEW JERSEY

EXPORT DIVISION: 25 Warren Street, New York 7, N. Y.
CANADIAN DIVISION: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER
OF PRECISION
RECORDING EQUIPMENT AND DISCS

Manufacture of a lacquer-coated disc is one of the most *exacting* of all industrial processes. It has taken Presto many years of chemical research and constant improvement in every phase of manufacture to produce the famous *Green Label* disc. Even after manufacture, many hundreds of discs are rejected before those are chosen to bear the respected insignia . . . Presto Green Label.


NIELSEN COVERAGE SERVICE
NCS
STATIONS
NETWORKS
AGENCIES
ADVERTISERS
UP TO DATE FACTS ON RADIO STATION COVERAGE.
THE FIRST COMPLETE ANALYSIS OF TV STATION COVERAGE.
ADDITIONAL AUDIENCE CHARACTERISTICS
REPORTS ON COMPETING STATIONS
GENERAL MARKET DATA
revealing the daily, weekly and monthly audience of every station in full geographic detail.
Also
complete circulation reports, city and TV area reports.
Employing
• latest probability areas sampling technique.
• every county of the United States represented.
• 100,000 homes.
• personal interviews
• quality control by AUDIMETER records.

NCS PORTION of the A. C. Nielsen Co. display will be shown at NARTB convention.

PHILCO CORP.

THE Government & Industry Division of Philco Corp. will be represented at the NARTB convention with an extensive display of microwave radio relay, fixed and portable microwave television relay, and what is described as "a revolutionary continuous television film scanner." Philco headquarters will be in Room 2226 of the Biltmore, with displays in adjoining rooms.

Mr. McLean

Personnel:

J. D. McLean, general sales manager
G. A. Hagerty, industrial sales manager
J. J. Boss, sales engineer, San Franciso
J. R. McKenna, sales engineer, Washington
T. E. Rogers, sales engineer, Dallas
M. A. Williams, regional manager, Beverly Hills
F. J. Bingley, chief TV engineer
E. H. Traub, project engineer
J. F. Fisher, project engineer
E. Sommer Sr., senior engineer
M. Stein, junior engineer

PRESTO RECORDING CORP.

ITS disc and tape recording and reproducing equipment will be demonstrated by Presto. Most interesting exhibits, Presto reports, will be its new type recorders for professional use and its tape reproducers for playing taped programs over wired systems in industrial plants, stores, amusement parks and other places.

The reproducers, Presto says, operate unattended for eight hours with high fidelity of 50 to 8000 cycles per second.

Both tape recorders and reproducers are built around a new type capstan drive, Presto reports. Complete in itself, the capstan unit is built on an aluminum casting and includes the capstan motor, capstan and flywheel, main bearing, pressure pulley and solenoid.

A belt connects motor and flywheel, with traction insuring low flutter and superior timing of the tape movement, Presto claims. The capstan unit can be detached quickly, making servicing and replacement simple, Presto says.

The Presto exhibits will be in Rooms 2128-29 at the Biltmore Hotel.

RAYTHEON MFG. CO.

RAYTHEON will display its new Microlink 7000 mc microwave transmitter and receiver and its Magnalink MTR-50 2000 mc televisio microwave relay system.

The Microlink, Raytheon reports, may b used for: Studio transmitter link, remote pick ups, interconnection to networks or AT&T their facilities are not available, intercity o intra-city link; industrial TV, educational TV community TV and radar relaying.

The Magnalink, according to Raytheon, i designed specifically to relay TV programs i multi-hop intercity relays, studio to transmitte links or long distance remote pickup services with its high power making reliable transmission possible up to 100 miles. It includes a transmitter, receiver, associated rack cabinets and wavemeter operating in the FCC-allocated 1990-2110 mc band.

Personnel:

James J. Tynan, sales manager, equipmen sales division
Leonard A. Rooney, communications equipment sales manager
W. Beers, project engineer
S. Topol, project engineer
Wilbur G. Small, exhibits manager
Manufacturers representatives: H. J. Geist, H. J. Geist & Assoc., New York; Gordon Roberts, Concord, Mass.; W. B. Cozzens, Evanston, Ill.; and W. B. Taylor, Chattanooga, Tenn.
District office managers: W. J. Monroe, New Orleans; J. L. Lovett, Wilmington, Calif.; E. J. Rome, San Francisco, and R. W. Mackay, Seattle

RCA

NEW items of uhf equipment will be displaye by RCA via a fully-equipped uht televisio station which has been shipped from the RC Victor Div. plant at Camden, N. J.

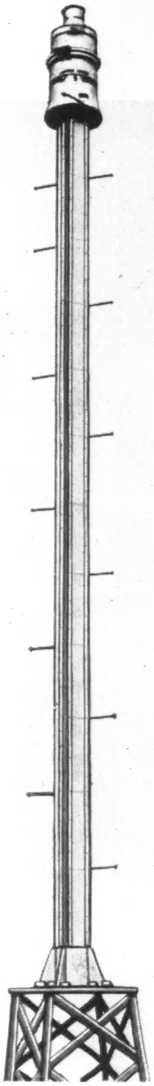
Intended for displaying more effectively the new RCA uhf items, the exhibits will include high-level modulated, air-cooled transmitters, slotted pylon broadcast antennas and complete audio equipment, TV cameras and other products, the firm reports.

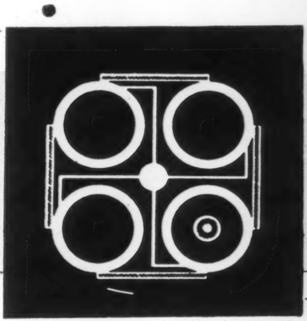
Among new products is a 10 kw vhf TV transmitter which RCA claims will provide more than twice the power of commercial transmitters now in use, and which is expected to

RAYTHEON group readies plans for NARTB convention. Included are (l to r): Seated, Leonard A. Rooney, communications equipment sales manager, and James J. Tynan, equipment sales division sales manager; standing, W. Beers, project engineer; Wilbur G. Small, exhibits manager, and S. Topol (bending), project engineer.

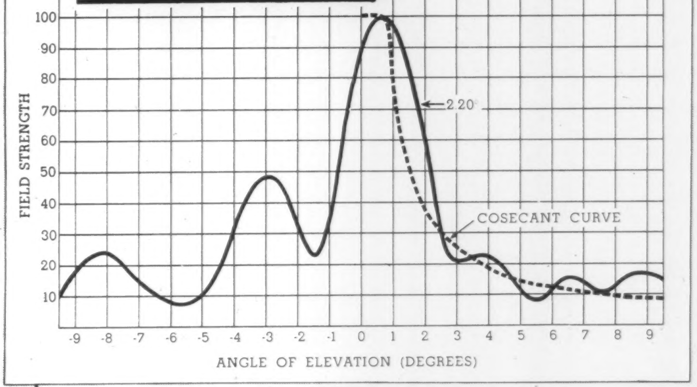
XUM

THE NEW WORKSHOP COSECANT UHF ANTENNA for Television





Cross-sectional view showing the four vertical tubes that form the radiating structure. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.



Radiation pattern of Model WA-25-XX with null fill-in and beam tilt of 0.65°.

To meet the entire range of broadcast requirements from small isolated communities to large metropolitan areas, the Gabriel Laboratories has designed a high-gain UHF television antenna for the Workshop which combines simplicity, ruggedness, and reliability.

With 25 and 14 power gain models in production, plus another with smaller gain, in development, this new antenna can be supplied to fit the special conditions of any broadcast area. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Null fill-in, if desired, is built in electrically — not just a compromise with ground reflections. Beam tilt is also available to provide maximum coverage and field strength.

Simple mechanical design results in a relatively low-cost antenna which has no insulators except for gas seal, no de-icing problems, and no field repair problems. The plastic weatherizing windows which protect the radiating structure are dyed "international orange" so that the antenna never requires painting. Galvanized, welded steel construction assures excellent rigidity, corrosion resistance, and long life.

ELECTRICAL DATA

Model WA-14-XX

POWER GAIN — 14
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 4.2°
VSWR — less than 1.1

Model WA-25-XX

POWER GAIN — 25
INPUT IMPEDANCE — 50 ohms
POWER HANDLING CAPACITY — 16 kw. (limited only by Transmission Line Capacity)
HORIZONTAL RADIATION PATTERN — Circular within 1 db
VERTICAL BEAMWIDTH — 2.1°
VSWR — less than 1.1

Performance Data on WA-25-XX Null Fill-In and Beam Tilt

No Beam Tilt or Null Fill-In	Power Gain 27.2
With Null Fill-In	Power Gain 24.3
Null Fill-In and Beam Tilt	Power Gain at Beam Peak 21.5
	Power Gain on Horizon 17.5

A GABRIEL PRODUCT

WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street · Norwood, Mass.

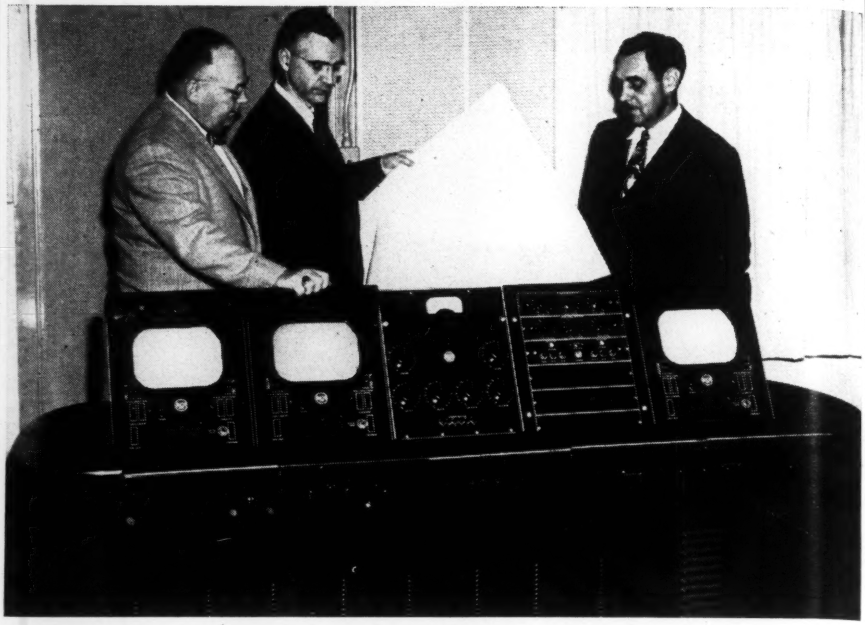
Designers and Manufacturers of a Complete Line of Microwave Antennas

N•A•R•T•B
BROADCASTING
GOLF
tournament

at
Wilshire
Country Club
301 N. Rossmore Ave.,
Los Angeles, Calif.

Starting 9:30 A.M.
APRIL 27

Silver Cups for Winners.
Send reservations today
to any BROADCASTING • TELECASTING office.


COMPLETE TV studio control console will be shown by RCA Victor Div. at the convention. Checking console are (l to r): M. A. Trainer, broadcast product planning manager; J. P. Taylor, adv. and sales prom. manager, and A. R. Hopkins, broadcast marketing div. manager.

supplant current 5 kw models as standard equipment. RCA's 1 kw uhf transmitter, already installed in several post-freeze stations, will be shown.

TV station planning is the RCA theme and is illustrated by four complete model TV stations, which show, RCA says, a small TV station with minimum programming requirements; a similar station with a small live-programming studio and network, film and slide facilities; a 10 kw station with a larger studio and more audio-video facilities, and a more extensive two-studio station.

Smaller TV equipment items planned for first showing include the RCA Monitran, a studio monitoring device; a miniature RCA Vidicon camera designed for broadcast use, and a special effects amplifier with versatile wipe amplifier for achieving dramatic effects.

For AM broadcasters RCA is displaying its 5 kw AM transmitter, audio input mixing and switching equipment, a console tape recorder, fine-groove transcription turntables and an "extensive" line of loudspeakers, microphones and amplifiers.

RCA will use more than 2,500 square feet to show the more than 15 tons of equipment.

The RCA exhibits will be in the Biltmore's Renaissance Room.

Personnel:

Engineering Products Dept.:

W. W. Watts, vice president in charge.

T. A. Smith, assistant manager.

A. R. Hopkins, manager, Broadcast Marketing Div.

J. P. Taylor, manager, Advertising & Sales Promotion Div.

E. C. Tracy, broadcast sales manager.

V. E. Trouant, chief design engineer, standard products engineering.

M. A. Trainer, manager, broadcast product planning.

T. Griffin, RCA Service Co. Inc., commercial service.

H. E. Trimble, credit manager.

W. O. Hadlock, manager, broadcast advertising.

E. C. Mason, broadcast advertising.

Broadcast Marketing Div. Sales

D. Bain, sales manager, Washington office.

M. M. Brandt, product analyst, broadcast studio equipment.

R. C. Brown, broadcast transmitter merchandising.

H. Duszak, manager, broadcast merchandising.

E. T. Griffith, manager, broadcast sales promotion.

L. W. Haeseler, broadcast equipment sales.

E. N. Luddy, manager, transmitter product planning.

E. Miller, broadcast equipment sales.

I. T. Newton, product analyst, broadcast transmitter equipment.

D. Pratt, broadcast field sales manager.

G. W. Tunnell, broadcast video merchandising.

Standard Product Engineering:

L. E. Anderson, H. E. Gihring, T. M. Gluyas, N. L. Hobson, A. H. Lind, J. H. Roe, W. E. Stewart, F. E. Talmage, L. J. Wolf, H. G. Wright and J. E. Young.

Broadcast Field Sales Representatives:

E. S. Clammer, Camden; W. G. Eberhart, Chicago; E. Frost, Hollywood; J. E. Hill, Boston; J. W. Hillegas, Atlanta; A. Josephsen, New York City; J. H. Keachie, Cleveland; Adrian Miller, Chicago; D. S. Newborg, Cleveland; R. J. Newman, San Francisco; J. L. Nickels, Chicago; J. F. Palmquist, Dallas; Jules Renhard, Seattle; W. B. Varnum, Kansas City; J. M. Walters, Atlanta; P. G. Walters, Atlanta, and W. D. Wenger, Dallas.

RCA RECORDED PROGRAM SERVICES

"REAL live" sweepstakes titled "Gold Rush Derby" will highlight the RCA Thesaurus convention display along with two new commercial features, *The Sammy Kaye Show* and a complete library of 1,600 singing jingles. The exhibit will be located in Suite 2200 of the Biltmore. Radio programs and TV films will be shown, with the theme of the exhibit titled "Thesaurus—a Gold Mine in Programming."

Mail-pulling feature, "So You Want to Write a Song," will mark the Sammy Kaye series.

Over) sponsor categories are covered in the Ullma Jingl-Library of 1,600 jingles. Besides the group of "sponsor-winner" series, the exhibit will be starting line for the "Gold Rush Derby." This competition offers such prizes as an RCA Estate electric range, set of golf clubs, movie camera and 25 other awards. Participation in the derby is scheduled for Wednesday, April 29, at 6 p.m., and the popular "Key Club" feature is tied in with the derby.

Mr. Sacks

Key Club tickets are being mailed in advance. Girls will distribute keys at the hotel.

Personnel:

Mannie Sacks, RCA vice president and general manager of RCA Victor Record Dept.
Howard Letts, assistant general manager
Jim Davis, manager of RCA Victor Custom Record Division
Dick Bucholz, Hollywood manager, custom record sales
Ben Selvin, artists and repertoire manager
Ben Rosner, advertising and promotion manager
Al Sambrook, manager, RCA Recorded Program Services
Bill Reilly, midwestern sales manager
Bill Gartland, western sales manager
Henry Gillespie, Thesaurus sales representative
Gregory Reeser, Thesaurus sales representative
George Field, Thesaurus sales representative
Bob Fender, Thesaurus sales representative

RUST INDUSTRIAL CO.

WORKING model remote-control system will be shown by Rust Industrial Co. in Room 2237 of the Biltmore. A low-power transmitter will be operated by use of automatic equipment. Rust will also show a Conelrad alarm. This equipment can be used to give an alarm if the transmitter goes off the air or if a station to which a receiver is tuned goes off the air. Use of the alarm avoids need of a speaker in the control room.

An automatic remote control setup has been operated experimentally at KEAR San Mateo, Calif., controlling a 1 kw AM transmitter.

Personnel:

W. F. Rust, president
William Carlisle, broadcast sales mgr.
William Martin, engineer

SCREEN GEMS

A TELEVISION subsidiary of Columbia Pictures Corp., Screen Gems produces and distributes TV programs on film and produces TV commercials. Current productions include *Ford Theatre* and *Big Playbak.* Among programs available for national and large regional sponsorship are *Meet the Family,* half-hour situation comedy; *The Law Strikes Back,* half-hour crime action series; *Tales of the Texas Ranger,* half-hour action drama; *Fair Trial,* half-hour drama series featuring great trials.

Available for local and regional sponsorship are *Your All-Star Theatre* (currently Ford Theatre) in 59 NBC-TV markets and available in non-Ford markets; *Great Moments in Sports,* quarter-hour with Bill Stern, available in all non-Ethyl markets; *Professor Yes 'n No,* quar-

IDECO towers

You provide the Tower Site... Let IDECO do All the rest

Select the location for your tower . . . then, under only one contract, turn over *all* your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes everything . . . planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way . . . let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day . . . year after year.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-fabricated to a minimum predetermined tolerance . . . it's a "true" structure all the way up. Jig-welded and jig-drilled . . . each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.

SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion . . . has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized . . . rust is stopped before it can possibly start.

WBEN-TV
Buffalo, N. Y.
1057 feet

Tall or short...for TV, Microwave, AM, FM... Ideco tower know-how keeps you on the air.

See you at NARTB

IDECO

Visit us in ROOM 2225

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IN THE
Upper Midwest...

. . . whether you sell
kickshaws to kids,
winkies to women,
or mix to men,
you'll reach more
of 'em more often,
more economically
with a KTSProduced
television show!

KSTP-TV
NBC
REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

BEST POSSIBLE DRAMATIC TV FILM PROGRAM AVAILABLE FOR LOCAL SPONSORS RIGHT NOW!

DISPLAY of Screen Gems at NARTB convention is demonstrated by John H. Mitchell, vice president-sales.

ter-hour quiz; *TV Disc Jockey Films*, library; *Hollywood Newsreel*, quarter-hour; *Music to Remember*, symphonic.

Personnel:

John H. Mitchell, vice president-sales
Phillip Frank, commercial sales manager
Harry K. McWilliams, director of advertising and public relations

SESAC INC.

KEYNOTE of the SESAC transcribed library will be "Shows That Sell." The SESAC exhibit will be in Suite 2102 at the Biltmore Hotel, and will "show how the commercially-proved programs and double-barrelled sales aids" are used by stations in selling time.

Additions to the SESAC library include Will Bradley's Jazz Octet, Walter Solek's Polka Dance Band, Sylvan Levin's Radio Symphony Orchestra and the Broadway Opera Company's operatic excerpts in English. Richard Maltby is featured with "unique orchestral combinations" on Jazz Classics discs.

SESAC's policy of shipping discs, scripts and program notes monthly has increased the library to more than 4,500 musical selections, the firm reports.

SESAC's "Scripts for '53" include the shows, *Musical Panorama, American Folk Music, Music We Remember, Mister Muggins Rabbit, Here Comes the Band, Little White Chapel* and others. SESAC claims to have "the lowest-priced complete program service."

Personnel:

R. C. Heinecke
Alice J. Heinecke
K. A. Jadassohn
David R. Milsten
Jim Myers
Robert Stone
Louis Tappe
John Casey
Evarard S. Prager.

SNADER TELESCRIPTIONS CORP.

(Snader Releases Inc.)

Mr. Snader

PRODUCTS of Snader Productions Inc., now producing the *Liberace Show*, and Snader Telescriptions Corp., new library of Snader Telescriptions, will be on display at the Biltmore Hotel in Los Angeles during the NARTB convention. The firm name Snader Releases Inc. applies to all the distribution operations of the enterprise. Products of outside producers are now being distributed by Snader Releases Inc.

Personnel:

Louis D. Snader, president
Robert M. Snader, vice president
Robert Carroll, national sales manager

STANDARD ELECTRONICS CORP.

(Subsidiary of Claude Neon Inc.)

HIGH on Standard's display list will be its "much-publicized" SE 20 kw amplifier, identical to the one SE installed for WOR-TV New York on Ch. 9. SE also will exhibit its 1 kw uhf transmitter, which it describes as "the integral part of any station's minimum package." The latter incorporate's SE's "Add-A-Unit" design, which allows installation without discarding initial equipment, SE reports.

Other SE exhibits will include its minimum station package containing an audio-video

THESE people will represent SESAC Inc. at the NARTB convention (l to r): Seated, Alice J. Heinecke, Robert Stone and R. C. Heinecke; standing, Louis Tappe, K. A. Jadassohn, Evarard S. Prager and Jim Myers. Other SESAC personnel will also be on hand.

control program switcher and associated equipment.

Personnel:

William Zillger, vice president.
Harry Smith, chief TV engineer.
Jack C. Herber, broadcast engineering manager.
H. Philip Nesbitt, sales engineer.
A. R. Taylor, project engineer.
W. H. Rappolt, service order manager.
H. Craig, technician.

STANDARD TELEVISION CO.

IN ADDITION to screening some 16 feature motion pictures made between 1941 and 1948, Standard's exhibit in Room 2350 will include showing of two half-hour TV film series. They are *Pan American Showtime*, musicals featuring Gale Robbins and Bob Savage, made in Mexico by Kemp-Brighton Productions; *Music by the Masters*, featuring such artists as Artur Rubinstein, Jan Peerce, Andres Segovia and Jascha Heifetz, and produced by World Artists Inc.

Personnel:

Marcus Loew II, president
Lawrence Berger, general sales manager
Anthony Azzato, eastern sales manager

TEEVEE CO.

TEEVEE Co. will display clips from its *Little Theatre*, a quarter-hour film program containing two O. Henry type vignettes, and *Camera's Eye*, quarter-hour film series of eight variety, editorial and educational features.

The firm recently organized TeeVeette, a video film library service including dramas, variety shows and educational films. TeeVee Co.'s *Invitation Playhouse*, another quarter-hour film program of O. Henry type dramas, will be available next year, the firm reports.

PRINCIPALS in new TeeVeette, video film library service organized by TeeVee Co., are (l to r): Ludlow Flower Jr., assistant to the president, Marc Frederic, general manager, and Gifford Phillips, president, all of TeeVee Co.

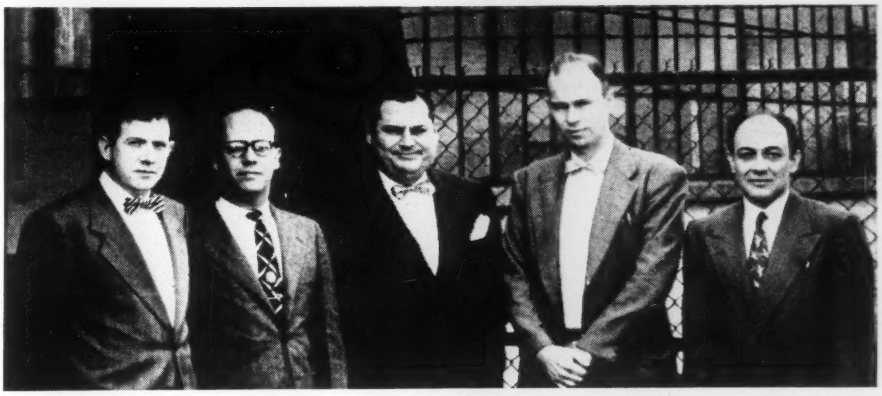
Personnel:

Gifford Phillips, president.
Ludlow Flower Jr., assistant to president.
Marc Frederic, general manager.
E. Johnny Graff, syndicated sales manager.
Saul Reiss, eastern representaitve.

TELENEWS PRODUCTIONS INC.

NEWEST and "most important" of the TV film products in the Telenews exhibit will be its Build-a-Show film library of more than a thousand "film featurettes," which the firm reports will be increased by 20 new featurettes every month.

The library also includes "hundreds" of prepared programs, and is usable for spot-carriers,



STANDARD Electronics Corp. executives to attend the NARTB convention include (l to r): A. R. Taylor, project engineer; H. Philip Nesbitt, sales engineering manager; William Zillger, vice president; Harry Smith, chief engineer, W. H. Rappolt, serv. order mgr.

ON
THE
AIR

WHO'S ON THE AIR

WAFB-TV, first and only TV outlet covering Baton Rouge and its trade area. Programs from ABC, CBS, Dumont and NBC.

Also . . . WAFB AM & FM, 5000 watts non-directional Mutual affiliate.

Together we've loads of local news, local sports, local color and local listeners.

WHO'S VIEWING

Not everybody in our coverage area of 115,000 families . . . but almost! Folks have been seeing fringe area TV here for three years, and TV set ownership is closer to the saturation point than in most new markets.

WHO'S BUYING

These 115,000 families have spendable income of over 1/2 billion dollars annually, and retail sales are terrific. Adam Young is buying the coffee; talk it over with him soon.

Represented by ADAM YOUNG

WAFB-TV Channel 28
Baton Rouge, La.

NEW Studio Zoomar lens demonstrated on CBS-TV camera by Paul Wittlig, CBS; Dr. Frank G. Back, Zoomar inventor, and Jack A. Pegler, president of Television Zoomar Corp.

"fill," stand-bys, production aids and other purposes.

Other Telenews film products on exhibit will include: *Telenews Daily,* "the basic daily TV news film service providing up-to-the-minute world-wide news coverage"; *Telenews Weekly,* filmed "news-behind-the-news" of world weekly events; *This Week in Sports* with Tommy Henrich airing sports highlights; *For Women Only,* feature stories of particular interest to women; *Adventures in Sport,* filmed programs of "top-action" stories on sports; *Beat the Experts,* five-minute sports quizzes, and *Adventure in the News,* a "new series" featuring the "most exciting, dramatic and historic stories from all over the world."

Personnel:

Charles N. Burris, general manager.
Robert H. Reid, sales manager.
David R. Williams, sales representative.
John D. Hanley, San Francisco representative.
Lee Ferrero, Los Angeles representative.
Thomas J. McManus, station relations.
Robert Kirsten, promotion manager.

TELEPROGRAMS INC.

KINES of *American Inventory* will be shown at the Teleprograms headquarters in Suite 2340 at the Biltmore. Augmenting the showings will be brochures carrying descriptive material.

Personnel:

William Hodapp, producer
Marge Kerr, public information consultant

TELEPROMPTER CORP.

NEW all-electronic TelePrompter will be demonstrated in the Biltmore second-floor suite as well as in the General Electric Co. and RCA exhibits. The device will be used for public speaker service at meetings in the Biltmore Theatre. Sales are handled by National TelePrompter Sales Corp.

Personnel:

Irving B. Kahn, chairman of board
H. J. Schlafly, vice president, engineering
I. E. (Chick) Showerman, vice president, sales
A. Schwartzman, sales manager

TELEVISION ZOOMAR CORP.

COMPLETELY new and different Zoomar lens will be introduced at the convention. Like the standard Zoomar, this lens permits the operator to control the speed of the zoom at will. The new lens is smaller and lighter, according to Jack A. Pegler, president of the company. It has been titled Studio Zoomar and brings to the studio cameraman the same features the standard model first made available for outdoor events.

Weighing less than six pounds and measuring only a foot in length, the new lens can be used on any TV camera. On cameras with center-hole turrets it can be mounted simultaneously with three other lenses without interfering with them and without tying up the camera, an important consideration in the small studio where space is at a premium.

The Studio Zoomar is rated optically at F:2.8, with range from 2½ to 7½ inches. Zoom settings can be made with single zoom control to compare with any standard studio lens, a feature designed to permit image matching when switching from one camera to another on multi-camera shows. Color corrected, the new lens is described as well suited for color work.

Brainchild of Dr. Frank G. Back, inventor and developer of the first model plus other special lenses, the new lens is described by its manufacturers as compact, versatile and capable of making zoom technique available to every studio and every show. Dr. Back will read a paper describing the lens at the NARTB Engineering Conference and will at the same time demonstrate a new General Electric camera and gear.

TOWER ENGINEERING & CONSTRUCTION CO.

NO EXHIBIT will be maintained by this company but the company will have representation in an entertainment suite.

UNITED PRESS

TWO headquarters will be maintained during the convention by United Press—one at the Biltmore and one at the Statler. UP services for both radio and television will be exhibited, including United Press Movietone News and United Press Spot Newspictures for Television.

Personnel:

Lee Keller, vice president and general sales manager
Frank H. Bartholomew, vice president, Pacific Div. manager
William Best, Los Angeles bureau manager
George Miller, in charge of Movietone News on West Coast
Roy Maroney, manager, Newspictures Bureau, L. A.
Fred Green, Pacific Div. business manager
Joseph M. Quinn, business representative

U. S. SAVINGS BOND DIVISION

SALUTE to the radio and television broadcasting industries will be paid by an official government agency in its NARTB convention display at the Biltmore Hotel. The exhibit will tell pictorially the part broadcasters have taken in promoting the sale of Defense Bonds. Practically every station, aural and video, has contributed heavily to this government program by making time and facilities available. Edward Linehan is in charge of the Advertising Section of the agency.

Personnel:

Edward Halbert, television supervisor
Harry Gatton, radio supervisor
Harold Boyer, assistant to director of Advertising & Promotion Branch

UNITED TELEVISION PROGRAMS

UTP exhibitions in Rooms 2100-01 of the Biltmore will be decked out in western style to fit UTP's theme, the California Gold **Rush.** Glamorous Hollywood bit players dressed as cowpokes will serve as hostesses, according to Monroe Mendelsohn, sales promotion director.

Mr. Mendelsohn said UTP has allocated a $10,000 budget to fly all 14 of of the firm's salesmen to the convention.

Mr. Mendelsohn

Current UTP productions will be on exhibit, and new product acquisitions for the fall season will be announced, Mr. Mendelsohn said.

Personnel:

Besides UTP's 14 salesmen, the firm's entire board will attend, including: Gerald King, Milton Blink, Ben Frye, Sam Costello, Jack Gross and Philip Krasne.

WINCHARGER CORP. ANTENNA TOWER DEPT.

WINCHARGER reports it will not exhibit samples of towers but will maintain a conference room at the convention, where descriptive literature and information on the firm's guyed towers, both insulated and non-insulated, will be distributed.

WORLD BROADCASTING SYSTEM

A NEW plan of local merchandising and selling services will be previewed by this company in the group headed by Frederic W. Ziv. Theme will be "You Can Win With World," with the idea carried out by means of panels, displays, blowups, sales reports, success stories and various sales ideas for spot buyers and program sponsors.

Mr. Friedheim

Personnel:

Robert W. Friedheim, vice president

XUM

Pierre Weis, general manager

Dick Lawrence, sales manager

Maynard Marquardt, western division mgr.

James Weathers, sales representative

Robert Montgomery, sales representative

Mr. Lawrence

Mr. Weis

FREDERIC W. ZIV CO.

Mr. Ziv

HIGHLIGHTING this exhibit will be the transcribed show heard over a long list of stations during its first year and now being sold for its second year—*I Was a Communist for the FBI*. The program features Dana Andrews in the role of Matt Cvetic, who acted for nine years as an FBI undercover man in the Communist Party. Keynote of the exhibit will be the idea that Ziv programs can offer a key to profits.

PERSONNEL:

Frederic W. Ziv, president

Alvin E. Unger, sales vice president

ZIV TELEVISION PROGRAMS

ALL OF the nine active Ziv TV films will be featured from the standpoint of audience pull and sponsor successes. Emphasis will be placed on a new TV show the company is planning to announce at the convention. Other features will be *Boston Blackie*, *Favorite Story* and *The Cisco Kid*.

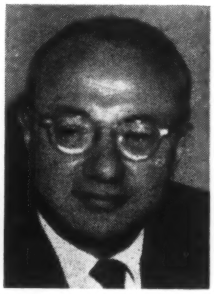
PERSONNEL:

John L. Sinn, president

Maurice Unger, production manager

Herbert Gordon, vice president

Mr. Sinn



Mr. Gordon

Advertisement

From where I sit
by Joe Marsh

Tiny Sure Got "Alarmed"

Tiny Jackson, the patrolman, caused quite a stir last night—but let him tell you about it:

"*I was making my regular eleven o'clock rounds—trying all the doors up and down Main Street. I came to Johnson's Jewelry Store—tried their door and it seemed a bit loose. So I shook it harder.*

"So to make doubly sure I shook it *doubly* hard. Then everything happened at once—bells started clanging, crowds collecting, the Chief driving up with the siren going full blast. When he saw it was *me* who set the burglar alarm off, he put his revolver away—but what confusion!"

From where I sit, even the best of intentions can sometimes go wrong. It pays to take our time and proceed with caution—whether it's trying a door or advising our neighbors what beverage they should or shouldn't have with a meal. Some folks prefer a glass of temperate beer, others might choose iced tea—but if we just respect the other's rights, we'll always "ring the bell" with our neighbors.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

MUTUAL'S 'WELCOME' BOOK

MUTUAL Broadcasting System has laid out the welcome mat in a booklet form. The illustrated book is based on a survey of the listening habits and preferences of that part of the U. S. where TV cannot be seen. It also explains Mutual's new rate formula, which takes into consideration the entrance of TV into what is now a non-TV market. Evening rates in TV markets earn a new 50% discount, and six months after TV enters any new market, this new discount will apply.

INGA'S NEW ANGLE

WNBW (TV) Washington will soon air *Inga's Angle*, new audience participation show with fashion and beauty news, a noted Washington woman as a guest and a quiz show for the in-studio audience. The TV program will feature models, with commentaries on fashion by Inga Rondvold, star of the program, to be followed by Inga's "leading lady," a woman who has played a major role in the career of her husband. Inga will point up her guest's personal rather than public life, and show photographs of her children and home. The final feature of the show will be the quiz game, in which questions about well-known women will be asked of individuals in the audience. The program will be seen at 2:30 p.m. Tuesday and Thursday, starting April 28.

WNAX FLOWER GARDEN

PACKAGES of seeds labeled "WNAX-570 Flower Garden" were mailed out as a spring promotion to sales personnel of the Katz Agency by WNAX Yankton, S. D. The same package, an accompanying note stated, went out to 13,000 listeners who requested them at 5 cents per packet.

PREMIERED on WBAL-TV Baltimore April 9 was the weekly *You Said It*, new telephone quiz show sponsored by Hals Brewing Co. L to r: Brent Gunts, producer; "Hals", as acted by Mike Keene, character actor; Shirlee Alexander; Les Alexander, m.c.; Bill Shriver, radio-TV department, and Harry Brian, vice president and copy director, both VanSant, Dugdale & Co., recently appointed Hals agency. Hals also sponsors the half-hour *Play of the Week* on WMAR-TV, wrestling on TV and on WFBR the disc jockey show, *Music and the Gal.*

'THROUGH THE CAMERA EYE'

WIZARDRY of top camera lens artists is being demonstrated on a new program launched by WGN-TV Chicago. Titled *Through the Camera Eye*, the program also pits amateur fans against each other. They have an opportunity to test their skills and learn professional lens techniques, as well as win camera equipment. Amateurs are chosen each week from a photographic contest. Photographers from fashion, news, sports and movies will participate as the series unfolds. The show is produced under the direction of Jay Faraghan.

OVER COFFEE

NAPKINS furnish the basis for promotion of the NBC-TV Garroway's *Today*. Around the scallopped edge of the napkin reads, "Garroway has news for you *Today* 7 to 9 in the morning —NBC-TV." Three lines in the center read, "two million people watch *Today* over coffee every morning . . . Monday-Friday."

STOCK CAR RACES

STOCK car races from Westport will be telecast over WAAM (TV) Baltimore, under the sponsorship of the American Brewery. The hour-long program will be heard on Saturdays at 10 p.m. beginning April 25. Ken Carter, WAAM general manager, reports that stock car racing is the fastest-growing novelty sport in the Baltimore area, and Ed Otto, promoter of the local attraction, feels that WAAM's telecasts will increase this latent interest and win many new friends for the exciting sport.

MINIATURE TV SET

RECENT promotion card from CBS Television Film Sales asks "Want to See Stars?" Reader is directed to look at the "screen" on a toy TV set attached to the card, rotate a disc in the back and see photographs of personalities appearing on CBS-TV.

PROMOTION MONEY

KFH Wichita, Kan. claims that the dollar talks when invested in its *Golden Sports Program*. The station has sent out a golden-colored promotion piece to which is attached a dollar bill to prospective clients whom the station feels may have the inclination to buy a $22,000 package.

BATBOY CONTEST

KOIL Omaha held a "batboy" contest, in which boys from 12 to 16 stated "Why I want to be

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ TOTAL WEEKLY AUDIENCE–SAMS 1952

Day . . . 110,861 Night . . . 92,186

and 3-or-more days and nights

Day . . . 92,885 Night . . . 67,743

WDBJ's weekly SAMS-1952 daytime audience is 124% greater than the second stations; and for 3-or-more days, 192% greater. WDBJ's night-time audience is 94% greater, and for 3-or-more nights weekly, 125% greater.

WDBJ's rates average less than 20% more than the second stations.

Compare . . . then call . . . Free & Peters, Inc.!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

a bat boy for the Omaha Cardinals." The winner received the all-season job, uniform, season passes for parents, plus salary. The contest was part of overall promotion for the Omaha Cardinals, whose games will be carreid by KOIL under sponsorship of Anheuser-Busch Inc., St. Louis.

HORSE SENSE

TOUGH assignment for producer Louis Fontaine of WTAG Worcester, Mass., was an interview with a horse. The horse, Sandy Mac, a native of Copenhagen, has received much notoriety for accompanying his master on vacations. Before going abroad to record his WTAG *Main Street, Europe* series, Mr. Fontaine received many requests from his listeners to interview the "horse who went on vacation." Mr. Fontaine, aiming to please, did everything in his power to persuade Sandy Mac to neigh for his listeners. It wasn't until Mr. Fontaine had packed away his tape-recorder, microphone and lines that the horse gave out with an ear-shattering neigh.

'MARYLANDERS ABROAD'

SECOND in a series of special reports dealing with Maryland service men in Korea and Europe was *Marylanders Abroad*, telecast April 14 on WMAR-TV. Maryland soldiers were filmed by *Sunpapers's* foreign correspondents, and their stories told against the background of the films by WMAR staff announcer, George Rogers.

THEATRE-RADIO PROMOTION

RECIPROCAL promotion agreement has been signed by WLIB New York and the Loew's Theatres of New York, motion picture chain, effective April 27. Under terms of the contract WLIB will broadcast a *Movie Clock* program and lobby interviews recorded at three theatres in predominately Negro neighborhoods. In return, theatres will display lobby billboards and run movie trailers calling attention to WLIB programs aimed at the metropolitan Negro market.

REVISED PROGRAMMING

KBIG Avalon, Calif., has eliminated specific program titles from its programming, listing the entire daytime operation as *Catalina Bandstand*. Disc m.c.'s rotate the different microphone shifts to present 55 minutes of popular music and five minutes of news every hour, punctuated with time signals, news bulletins and weather reports.

WELCOME FOR THE BRAVES

COVERAGE of Milwaukee's official welcome for the Milwaukee Braves was arranged by WFOX Milwaukee. At 8:15 a.m. there was a broadcast of the team's departure from Chicago, as well as Milwaukee's preparation for their arrival. On arrival at 10 a.m. the station presented interviews with Lou Perini, Mayor Frank Zeidler, most of the city council, and other civic dignitaries. As one fan wrote to the station: "With a major league baseball team in Milwaukee, this is the biggest thing that's ever happened since Wisconsin was admitted to the union."

PROMOTION BROCHURE

WJBK-TV Detroit has released a brochure showing, by the use of many pictures, the job its local photographer is doing. Pictures

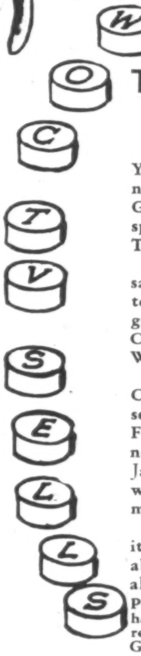
WFML Aids AP News

SCOOP on the explosion of an ammunition train at Lewis, Ind., is claimed by WFML (FM) Washington, Ind. The station reports it had a bulletin on the air 17 minutes after the blast occured, and that within an hour Station Manager Bob Williams was on the accident scene with the station's new mobile transmitter. The WFML newsroom phoned a report to the state AP office, the first report to be received at AP from a radio station, WFML reported. AP sent a letter of appreciation to the station, stating that the AP bulletin was 23 minutes earlier than that of a competing news service. WFML later organized an aid drive for the Lewis citizens, and after three appeals over the station had collected a moving van of furniture, clothing and food. "We were virtually crowded out of our station by the tremendous response," Mr. Williams said.

'White Christmas'

FOUR months after Christmas, WJPS Evansville, Ind., got around to playing a request for Bing Crosby's "White Christmas" that had been sent to the station Dec. 3, 1952. The seeming lack of alacrity on WJPS' part was not the station's fault, however. The request came from Pfc. Edgar M. Olivar, a prisoner of the Communists in Korea. Pfc. Olivar wanted the song dedicated to his family, "constantly on my mind, but more so, at this time of year. Tell them that I'm fine," he continued, "and that the POW's are preparing to celebrate Christmas with church services and all." Pfc. Olivar's request was met on *The Evansville Story* program April 12.

SUCCESS STORY
by
WOC - TV



They Came for Miles

. . . FOR MINKS

Gordon Furs has had swank salon in Davenport for past 3 years. Year ago, Gordon's tried limited TV promotion using spot announcements. Schedule showed such promise that, last Fall, Gordon's took on bigger TV project. With a local jeweler, co-sponsored live WOC-TV program—"Candlelight Cameos"—9:45 Tuesday night.

On one program featured minks; by closing time Saturday of same week HAD SOLD 7 MINK WRAPS—ranging from stoles to jackets; average sale, more than $2000. Another week, beaver got the spotlight; SOLD 3 WITHIN 4 DAYS AFTER TELECAST; average sale more than $1700. All sales traceable to WOC-TV.

Says firm head Jake Gordon: "During 13 weeks, 'Candlelight Cameos' helped us sell more mink wraps than I had anticipated selling in next 3 years. It also greatly expanded our trade area. For example, one Wednesday, lady came from Galesburg, Illinois, 48 miles away, to buy her daughter Ranch Mink Cape Jacket shown on previous night's program. Friday of same week, this lady was back, at her husband's insistence, to buy mink wrap for herself."

Minks or motor cars . . . crackers or candy bars—you name it and WOC-TV SELLS *it*. Just ask your nearest F & P Man about our *success stories;* he's got a million of them (well, almost a million)!

P. S. Co-sponsor of "Candlelight Cameos"—Schneff Brothers jewelers—has adopted a "Macy's doesn't tell Gimbel's" policy relative to sales returns from this program. But it is significant that Schneff's with Gordon's have signatured a 30-week renewal of this program.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

relate that he aids many organizations that need publicity and promotion in their philanthropic work in the Detroit area.

NOVEL LAUGH-GETTER

AUDIENCES at NBC-TV shows emanating from El Capitan Theatre, Hollywood, are not given the usual pre-comedy program warm-ups. By merely having the cameras cover the audience, surprising people in attitudes and expressions that are flashed on the oversize theatre screen, this method has been found to be a sufficient conditioner and laugh-getter.

BIKE CONTEST

TYLER & SIMPSON Co., wholesale grocers of Gainesville, Tex., conducted a contest over KGAF Gainesville, during February and March. A Firestone bicycle was awarded to the boy or girl saving the most Empson labels. KGAF reports that the Tyler & Simpson Co. sold 1,200 cases of Empson products during the radio promotion.

'CONCERT AUDITIONS'

MUSICALLY talented young men and women have an opportunity to demonstrate their talents on WLAW Boston's new program, *Concert Auditions,* which was initially aired on April 13. Replacing ABC's presentation of *Metropolitan Opera Auditions of the Air,* the program features two artists on each performance. Arthur Flynn serves as master of ceremonies.

WSPD Fills Breach

TOLEDO, Ohio, had no electric power. Two main switches had blown out at the power plant, cutting off lights and water supplies in the city and for miles around. It lasted five hours.

But Toledoans did have broadcasts from WSPD. It took only 5 minutes, 40 seconds for the station to have emergency broadcasting set up at the transmitter. Frank Hilbert, AM engineer, aired transcriptions until Don John Ross (who had been cut off at the main studios) could get there to take over. Credited with assists are Gene Dickey, Lee Knight and Clyde Nikkinen.

An auxiliary battery unit was set up at the main studios later by Bill Sprengel, TV engineer, and news director Jim Uebelhart was able to air his regular newscast by candlelight from there. People with battery or car radios could pick up broadcasts right through the emergency period.

WSPD Toledo went back to this method of lighting when a power failure struck the Ohio city. Jim Uebelhart, news director, is "broadcasting as usual."

WSPD points out that the power failure was a demonstration of what could happen in the event of enemy air attack, and of what it could do to meet the situation. Mr. Uebelhart has been named by the Civil Defense agency to go on the air for all Toledo's AM stations in an air raid. His job would correspond to that done nationally by Ed Murrow and Arthur Godfrey.

CONGRESSIONAL INTERVIEWS

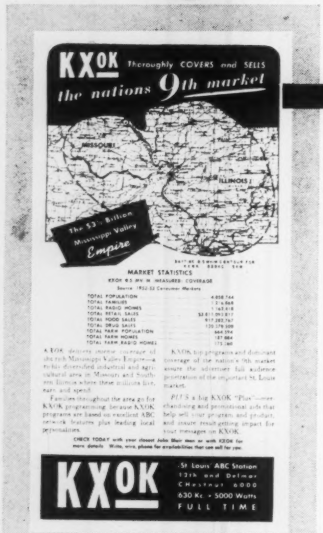
UNDER the title *WEEI Report from Washington,* a new series of programs has been inaugurated by WEEI Boston. The series consists of interviews by Ron Cochran with the Massachusetts Congressional delegation, outlining local and regional issues, as well as current questions on the national level. On the first two programs Mr. Cochran interviewed Senator

"Our station invited into agency-advertiser conferences"

says Chet Thomas, general manager of

KXOK, St. Louis.

"We consider our advertising schedule with SRDS a form of insurance. We want to be sure that buyers of radio are impressed with the value of our station at the very moment they are studying the rate structure of St. Louis stations. We know, too, that your publication is frequently referred to in agency and advertiser planning conferences. By being an advertiser in SRDS our station is invited into the conference, too."



KXOK Thoroughly COVERS and SELLS the nations 9th market

The $3½ Billion Mississippi Valley Empire

MARKET STATISTICS

KXOK
St. Louis' ABC Station
12th and Delmar
CHestnut 6000
630 Kc. • 5000 Watts
FULL TIME

SERVICE-ADS like this in SRDS help sell time and remind people—when they're picking stations—of the things they have heard from representatives and seen in your promotion.

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then.*
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

Saltonstall and Senator Kennedy. The transcribed interviews are heard on Saturday evening.

CORONATION IN CANADA

RADIO-Television Manufacturers Assn. of Canada, Toronto, in order to promote sale of TV sets in the Ottawa district when CBOT (TV) Ottawa goes on the air on June 2, will place TV sets in about 150 schools in Ottawa and surrounding area. People will be able to come in and see the film of the Coronation of Queen Elizabeth II in the schools during the evening of June 2. School children will see the televised film the following day from the same receivers. The film is to be flown to Canada the same day it is taken in London, and because of the five hour time difference will be televised from Montreal that evening, and relayed by microwave to Ottawa and Toronto.

'OPEN FOR INSPECTION'

NEW program on WTTG Washington, *Open for Inspection*, is devoted to real estate listings and descriptions of property. The program, which is aired weekly, is sponsored by six real estate agents who have grouped together for this purpose under the heading of "TV Real Estate Associates."

MEET YOUR MEAT

NATIONAL Live Stock and Meat Board and local retailers will conduct a combined promotion and demonstration through WFIL-TV Philadelphia and *The Philadelphia Inquirer*, May 5-8. Concurrent TV programs and daily newspaper articles highlighting "New Ways in Meat" are designed to acquaint viewers and readers with methods of buying and using meats. Preceding the campaign a special meeting for local retailers will be held to present details on the meats to be featured in the campaign in order that dealers may properly display those meats which are to be publicized.

BE IT PROCLAIMED

OVER 15,000 fight tickets were distributed to Pabst Blue Ribbon beer retailers in the KVTV (TV) Sioux City area to promote the first telecast of the Blue Ribbon Bouts on Wednesday, April 15. Retailers in turn gave the tickets to their customers while inviting them to be by their TV sets that night and every Wednesday night to watch the bouts. In addition, 1,300 letters were sent to distributors of Pabst Blue Ribbon in the KVTV area. Included in the letter was a proclamation by the mayor of Sioux City declaring April 15 to be "Fight Night and KVTV Night in Siouxland."

ARSENAL OF SALES WEAPONS

BAB has sent out an announcement of its Sales Weapons Show, "a preview of the radio broadcasting industry's 1953 arsenal of sales weapons." Open to all broadcasters, the show will consist of a two-hour "dramatic exposition of what you and your salesmen will receive from BAB's 'ordnance department'." Attached to the announcement is a cardboard soldier.

MARCH OF DIMES AWARD

CHUB Nanaimo, British Columbia, was recipient of an award for collecting $3,903 for the March of Dimes in a campaign recently completed by British Columbia radio stations. The plaque was presented during Chuck Rudd's *Melody Lane* program, and listeners have been visiting the studio to see the plaque they helped to bring to their district in the drive to help crippled children in British Columbia.

'MY FAVORITE YANKEE'

JACK S. NAU of Williamsport, Pa., 10-year-old baseball enthusiast, was announced the winner of the WLYC-Yankee contest "My Favorite Yankee." He and his father were presented with tickets to the season-opener in Washington, D. C. The station learned that it gave Jack an extra birthday present. He was 11 on April 14.

FAULTY DIETS

MORE has been learned in the science of nutrition in the past half century than in the previous 19 centuries, yet people seem reluctant to put this knowledge to practical use, according to Adelia M. Beeuwkes, associate professor of public health nutrition at the U. of Michigan. In an attempt to acquaint the people of the state with the latest developments in nutritional research and dietetics, University officials have arranged for Prof. Beeuwkes to

a
miss step
can ruin
your score

for a perfect score every time

it's WHOO
ORLANDO, FLORIDA

A step in the wrong direction can ruin your sales results in any market. But you'll click when you choose WHOO in Orlando, Florida. Local people in the know choose WHOO to carry their sales messages. You, too, will be able to sit back and watch the Sales Chart.

★ RADIO
★ TV
★ NEWSPAPER

National Representative
Avery-Knodel, Inc.

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

appear on a seven-week series of TV programs dealing with "Food and Nutrition." The program will be telecast by WWJ-TV Detroit, WJIM-TV Lansing and WKZO-TV Kalamazoo.

TALENT SEGMENT

A NEW "Talent Showcase" segment, presenting promising young entertainers in the TV debuts, will be inaugurated by producer Ted Collins on the *Kate Smith Hour* NBC-TV, Monday-Friday, 4-5 p.m. on April 24. A ballet dancer, a singer, a song-and-dance team and a violinist will be seen in the first "showcase" period.

TEACHING TEACHERS

A SERIES of six educational television programs prepared by the Newark, N. J., Dept. of Elementary Education is being presented over WATV (TV) Newark on Wednesdays, 3:30-4 p.m. Stressing methods of teaching reading, writing, arithmetic and responsibility, the series was prepared in cooperation with WATV and the department of radio and television of the Newark Board of Education.

ECONOMIC EDUCATION

ANSWERS to questions about the American economic system are being provided on a 15-minute, weekly TV telephone forum conducted by the U. of Rochester. During the progress of the show, entitled *Your Money*, viewers telephone questions to the economic experts they see on their screens. Typical topics have included income, expenditures, savings, taxes and consumer credit. The remaining programs will lead viewers into the area of more abstract economic concepts such as the establishment of prices, capital in business, inflation and governmental influences in economy. Before questions are answered on the WHAM-TV series, a survey of national economic averages related to the topic is compared with local averages. Visual aids in the form of charts and graphs are used extensively.

MARKET PENETRATION

MARKET penetration is the subject of WMRY New Orleans' new merchandising setup. Its MP Plan includes mailings to retail outlets, key displays in retail outlets, displays in WMRY store front windows, advertising in magazines, contacting stores to check on flow of merchandise, house to house surveys for product information, house to house sampling through the WMRY hostess and point of sale promotion and newspaper advertising. All this promotion is directed toward the Negro market, as WMRY's programming is beamed to this segment of the population.

DOWN WITH TV

RED BLANCHARD of KCBS San Francisco carried his campaign to stamp out TV into the enemy's camp when he was guest on Marge Trumbull's show on KRON-TV San Francisco April 14. Mr. Blanchard had been conducting a tongue-in-cheek campaign against "illustrated radio" on his *What Is It* program and figures his personal appearance will set back TV.

Attention All Radio Stations!

EXCLUSIVE COVERAGE OF THE INDIANAPOLIS 500-MILE RACE AVAILABLE IN YOUR CITY!

Now! The world's greatest racing spectacle—the annual 500-Mile Race direct from the Indianapolis Motor Speedway — is available for your exclusive presentation on **Saturday,** May 30, 1953.
For the first time, complete coverage of the Speedway Classic is offered for local sponsorship . . . 4½ hours of uninterrupted broadcasting starting at 10:45 A.M. CDST.

The "500" is offered on a first-come, first-served basis, and only one station in your city can carry this great sports event.

- **Only fees involved are Rights . . . a sum equal to each station's one-time highest hourly rate (as current in SRD), plus a $25 service charge for announcing, engineering and production, and each station's pro-rata share of the line costs. (More than 100 stations from coast-to-coast are already participating).**

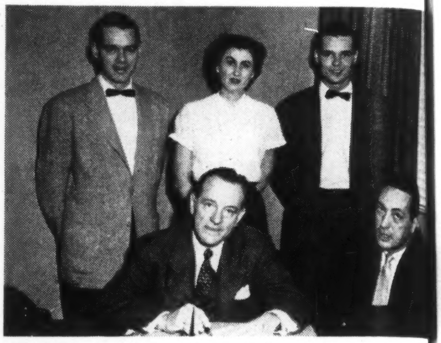
Write, call or wire for complete details now!
Address: Gil Berry, Managing Director,

INDIANAPOLIS MOTOR SPEEDWAY NETWORK
c/o WIBC 30 W. Washington St., Indianapolis, Indiana

Note: Gil Berry will be at the Biltmore Hotel in Los Angeles for the NARTB Convention during the week of April 26 with complete details.

RADIO NEWSREEL

COMPLETING negotiations for all-night program series on six CBS Radio stations (5 CBS o & o) under three-year sponsorship by American Airlines [B•T, March 30], are (l to r): Adrian Murphy, CBS Radio pres.; W. J. Hogan, AA v.p.-treas., and C. L. Smith, v.p.-dir., Ruthrauff & Ryan, agency.



YEAR'S contract is signed for sponsorship of quarter-hour, five-a-week *Tune Test* on WMPS Memphis by Woodson-Bozeman, local Sylvania distributor. L to r: Seated, Ed Bozeman Sr. of W-B and Harold Krelstein, WMPS pres.; standing, Ed Jr. and Bob Bozeman (l to r) Mr. Bozeman's sons, and Jane Stanfield, WMPS acct. exec.

CONSOLIDATED Grocers Corp. participation in *Hometown, America*, program-promotion-merchandising project by WFBR Baltimore, for CGC's #730 and Monarch coffee, is signed by (l to r): Seated, Theodore Patz, Harry J. Patz Co. Inc. Adv., and E. H. Bohnlofink, CGC v.p.-gen. mgr.; standing, Richard T. Kelland, WFBR acct. exec.; Lorin E. Milner, *Hometown, America* pres.; William S. Pirie Jr., WFBR sls. dir.

JOINT sponsorship of Saturday *My Pop's the Tops* quiz show on WINS New York by Max Finkelstein Inc., Astoria, L. I., and Goodyear Tire & Rubber Co. is described as station's largest package deal to date. Signing (l to r): Seated, Max Finkelstein, MFI pres., and Harry Folts, WINS gen. mgr.; standing, Harold Deutsch, WINS slsmn., and Charles Stark, m.c.

Advertisers

Cory [illegible] Clark Jr., vice president, Axelsen Adv., Salt Lake City, to Alber's Milling Div., Carnation Co., L. A., as assistant advertising manager of cereals.

Walter F. Wright, sales office supervisor, Chemical Div., Koppers Co., Pittsburgh, named sales manager of division's western district.

James W. Rimmer and **James B. Black Jr.,** sales department, Columbia-Geneva Div., United States Steel Corp., S. F., to head district sales offices in Salt Lake City and Denver, respectively. **Francis Allen** to advertising staff in firm's S. F. headquarters.

Agencies

Leslie C. Bruce Jr., account executive, Benton & Bowles, N. Y., to Sherman & Marquette, that city, in executive capacity.

Fred Cherry, copywriter, BBDO S. F., to M. E. Harlan Adv., that city, as assistant to owner **M. E. Harlan.**

Howard Anderson, BBDO, N. Y., to Ted Bates & Co., N. Y., as account executive on Fleischmann Distilling account.

Warren J. Michael, account executive with Nelson-Willis Adv., Minneapolis, to Minneapolis office of Bruce B. Brewer & Co.

Harry J. Anderson appointed media director, Wasser, Kay & Phillips Inc., Pittsburgh, Pa.

Jack Stanley, head of Jack Stanley Productions, Hollywood (radio program packager), and **Robert Oakley,** one-time director of program development, KTTV (TV) that city, to Fennell Adv. Agency, that city, as account executives.

Samuel Thurm, research department of Young & Rubicam, N. Y., named associate media relations supervisor of same.

Howard Flynn to Walter McCreery Inc., Beverly Hills, as publicity director. He succeeds **Dwain Esper,** now with W. J. Voit Rubber Corp., L. A. (athletic equipment), in same capacity.

James Veitch, Admiral Corp. and Erwin, Wasey & Co., N. Y., to creative staff, Ruthrauff & Ryan, N. Y.

Larry Huseby to Howard R. Smith Co., Tacoma, Wash., as director of radio-TV. **Stewart Murphy** to agency as head of merchandising, design and display.

Philip Branch, media department, Ruthrauff & Ryan, N. Y., to Al Paul Lefton Co., same city, in same capacity.

Donald Wayne, former staff writer, *Holiday* magazine, to public relations and publicity department, Gray & Rogers, Phila.

Olin Saunders, Hewitt, Ogilvy, Benson & Mather, N. Y., to account section, Compton Adv., N. Y., to handle Standard Brands Instant Chase & Sanborn.

Pat Folinsbee, writer, BBDO S. F., **Michael Minchin,** assistant to general manager, The Emporium department store, S. F., and **Connie McKaig,** BBDO, to Harrington-Richards, S. F., in contact-copy capacity, merchandising capacity and account assistant, respectively.

Jerry Ford, Grey Adv., N. Y., to radio-TV staff, Cecil & Presbrey, N. Y.

Leith F. Abbott, manager, Foote, Cone & Belding Inc., Portland, Ore., elected chairman of Oregon Chapter of American Assn. of Adv. Agencies.

Jerry Crollard, Ruthrauff & Ryan, Seattle, re-elected chairman of the Puget Sound Chapter, American Assoc. of Adv. Agencies.

Harry Saz, producer-publicity director, Ted Bates & Co., Hollywood, appointed second vice president of Hollywood Ad Club, succeeding **Donn B. Tatum,** director of television, ABC Western Div., resigned.

U. S. Andersen, head of U. S. Andersen Co. Adv., L. A., has written first novel, *The Smoldering Sea,* published this month by A. A. Wyn.

Glenhall Taylor, vice president and general manager, N. W. Ayer & Son, Hollywood, father of girl, Patricia Anne, April 8.

Stations

Fred W. Wagenvoord, general manager of KCRG Cedar Rapids, Iowa, appointed manager of WONS Hartford.

W. Richard Carlson Jr., former owner, KFDR Grand Coulee, Wash., to WLYC Williamsport, Pa., as general manager.

James Atkins, ABC-TV New York, to KOA Denver as special assistant to general manager **Don Searle.**

E. Steiner, in charge of sales aids in ABC radio sales, to WICC-TV Bridgeport as account executive.

Frank Elliott Jr., Frank Elliott Co., Phila., to WHUM Reading, Pa., as regional sales manager.

Charley Zaimes, news director and sales promotion manager at WALL Middletown, N. Y., to WSAN Allentown, Pa., as news director, replacing **Dick Reed,** who goes to Ted Black Adv., Reading, Pa.

Jack Stanley, announcer, KPOL Los Angeles, promoted to program supervisor. **William O. Mincher,** Geyer Adv., N. Y., joins station as account executive.

Jack Haskell, account executive at KTTV Hollywood, to sales staff of WTOP-TV Washington.

Robert C. Wiegand promoted to sales manager, WTVN (TV) Columbus, Ohio.

Bruce M. Radder, sales staff of WNMP Evans-

IN THE 75th MARKET
– TEXAS' 5th

EL PASO

The Nation's Largest Trade Territory is the El Paso area. Thousands upon thousands of radio families in this rich territory have at least two things in common; money to spend (over $500,000,000 annual retail purchases); and the habit of listening to KEPO.
During a recent typical week, ABC network commercial time totaled 40¾ hours. KEPO was ordered for 35½ hours.
No other advertising medium in the El Paso Southwest digs so deep as radio—no other radio station in the El Paso Southwest equals KEPO's total coverage. To take advantage of this lucrative market and spade up sales in fields relatively untouched by other El Paso area advertising media, order KEPO, El Paso's most powerful station.
Ask Avery-Knodel for complete details.
S.M. 5/10/52

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

WEED'S
ON FIRE

Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .

JET FIRE IS
SURE FIRE!

WPTR
50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.

THAR'S GOLD IN THEM THAR HILLS

and on the Western Plains, too!

There is more gold today in the area covered by KOA than there was in 1859 when the first gold strikes were made in the Rocky Mountain Region. Today's gold is from livestock, farming, mining.

No other medium reaches as many people in as extensive a Western Area as KOA.

You can turn some of this gold into sales for your products... HIT PAY-DIRT WITH KOA!

KOA reaches *and sells* 2,197,556 people in 12 states...301 counties!*

Remember: This lush market is BEYOND TV HORIZONS. Your most positive and economical way for reaching millions of buyers with billions of dollars to spend *continues to be* KOA.

Write for *The Western Market* and KOA's new rate book for details you should know.

*Nielsen Coverage Service

National Sales Representative:
Edward Petry & Company
Offices in: New York, Chicago,
Detroit, San Francisco, Los Angeles,
St. Louis and Dallas

KOA
DENVER

1625 California Street
Denver, Colo.

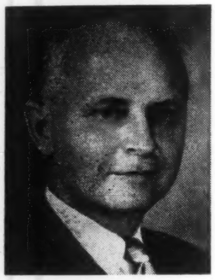
850 Kilocycles 50,000 Watts

ton, Ill., and **Jim MacDowell,** announcer on WHFB Benton Harbor, Mich., to sales staff and announcing staff, respectively, of WOOD-AM-FM Grand Rapids.

Sydney King appointed production manager, WBAL-TV Baltimore.

Carl Hill, account executive, KBIG Avalon, Calif., headquartered in Long Beach, to KGER that city, in same capacity.

Frederic S. Bailey appointed general manager, WTAO-TV Cambridge, Mass., in addition to duties as manager of WTAO.



Mr. Bailey

Jim Flowers to WFAA-TV Dallas sales department.

Bill Barnes, local sales manager of KTBS Shreveport, promoted to national sales manager.

Robert C. Richards, resort and travel advertising staff, *Washington* (D. C.) *Times-Herald,* to sales force, WMAL Washington.

Jimmie Dupree, Army radio instructor, returns to position as control engineer, WGBS Miami.

Jerry Bowman, WERE Cleveland news staff, appointed head of station's news room.

Dan Hunter appointed chief engineer, Hawaiian Bcstg. System, operator KGMB-AM-TV Honolulu and KHBC Hilo.

Adeline Hanson, Hollywood publicist and one-time publicity director for Standard Radio Transcription Services, to KTLA (TV) that city, as publicist.

Charlotte Caine, NBC Station Relations Dept., N. Y., to WGBS Miami merchandising staff.

Joseph Gill, chief engineer, WTVN (TV) Columbus, Ohio, to WIFE (TV) Pittsburgh, as director of engineering, replaced by **Marvin Ingerson,** assistant chief engineer.

Mr. Gill

Mr. Ingerson

J. W. Johnson and **J. N. Johanson** appointed to engineering staff of WEEI Boston.

Arnold W. Peterson, assistant farm service director, WOW-AM-TV Omaha, named associate farm service director.

Dorothea Thomas Dies

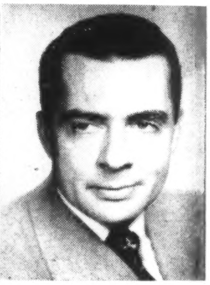
MRS. DOROTHEA THOMAS, [illegible]5, mother of baritone John Charles Thomas, died in Baltimore April 12. Mr. Thomas used to sign off his weekly radio programs with, "Good night, mother," a practice that was ruled out by FCC in 1936 on the ground that it violated a ban on personal communications on commercial radio. His mother was the widow of a Methodist minister.

Paul Meeks, WMCT (TV) Memphis, to KECA-TV Los Angeles engineering department.

Maurice Hart, announcer-disc m.c., KFWB Hollywood, resigns to free lance and package radio-TV programs.

William Hollenbeck, senior director, KGO-TV San Francisco, promoted to program director, replacing **Bloyce Wright,** who transfers to WAKR-TV Akron, Ohio, in similar capacity.

Mr. Wright



Mr. Hollenbeck

Bruce Buchanan, WMFD Wilmington, to announcing staff, WNOK Columbia, S. C.

Jim Underwood to announcing staff, WFAA-TV Dallas.

Don Wells, former head of Liberty Bcstg. System's sports department, to announcing staff of WCFL Chicago.

Barney Gross, regional information director, Wage Stabilization Board, Minneapolis, to WCCO same city, as supervisor of special services.

Mr. Gross

John Beck, formerly engineer at WTOP-TV Washington, to KTYL-TV Phoenix, as technical director.

Marvin Rayfield appointed special events reporter, WFIL Philadelphia.

Ned Champion to announcing staff, WPTF Raleigh, N. C.

Bob Lashbrook, radio information specialist, Indianapolis Veterans Hospital, to announcing staff of WIRE that city.

Vern Bruggemeer, disc jockey, KULA Honolulu, to KGMB-AM-TV same city, in same capacity.

Eric Nesterenko, Toronto Maple Leaf hockey player to CKFH Toronto as announcer.

Bill Stewart, WIP Philadelphia, to WLOW Norfolk, as disc jockey.

Joseph L. Brechner, general manager of WGAY Silver Spring, Md., elected president of Montgomery County (Md.) Press Assn., succeeding **Ernie Tannen,** WGAY program director, elected corresponding secretary.

Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., elected president of Northeastern Industrial Commission recently formed to promote industrial growth in Pennsylvania.

Philip G. Lasky, vice president and general manager of KPIX (TV) San Francisco, presented with award from Northern Calif. Academy of TV on behalf of station, for support of public service and educational programming.

William M. Savitt, president of WCCC Hartford, honored by Veterans of Foreign Wars.

John Alexander, general manager, KODY North Platte, Neb., elected to city's Board of Education.

Sidney Andorn, special events director for WXEL (TV) Cleveland, received award from *TV Today* for his *Celebrity Corner* program.

William McCluskey, sales service manager of WLWT (TV) Cincinnati, named chairman for TV and radio Cancer Campaign.

Norvell Gillespie, gardening expert and host on KECA Los Angeles *Garden Guide,* on assignment in Guam for U. S. Government.

Madge Megargee Holcomb, vice president, WGBI Scranton, Pa., mother of girl, Marcella Ellen.

D. D. Palmer, vice president-treasurer of WHO Des Moines and WLC-AM-TV Davenport, Iowa, father of girl, Vickie Anne, April 9.

Tom Barnes, sales manager, WDAY Fargo, N. D., and manager WDAY-TV, father of girl, Jacalyn Kay.

Ray Brock, disc jockey, WHBY Appleton, Wis., father of girl, Marsha Rae, March 24.

Emma Barberio, accountant, KBIG Avalon, Calif., and **Leonard Mytys,** Eastman Kodak Co., San Diego, will be married July 26.

Networks

Victor Allan, program service representative for CBS Television, named assistant production manager for network's program department.

Jean Saint-Georges, supervisor of press and information, Canadian Broadcasting Corp., Montreal, promoted to new post of director of radio for Montreal.

Phil Cowaf, promotion department, Kenyon & Eckhardt, N. Y., in charge of radio-TV publicity, to CBS Radio press information department, N. Y. Mr. Cowaf has B.A. degree from New York U., M.A. degree from Columbia U. and prior to wartime Army service, was English instructor in New York City high school system.

George Paul named radio program business manager, ABC Central Div., Chicago, replacing **Winslow Uebel.**

Andre Ouimet, assistant director of television, CBC montreal, named director of television for Montreal.

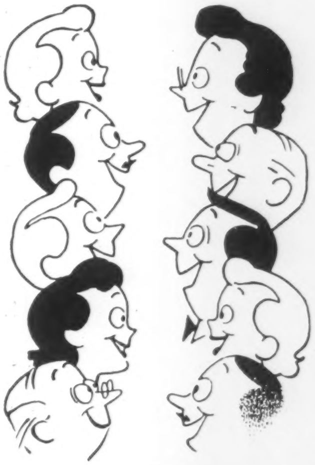
Welbourn Kelley, radio-TV script writer and formerly senior writer and program builder with NBC, appointed Munich program manager, Radio Free Europe.

Het Manheim, partner, Sunset Productions, N. Y. (TV program packager), and one-time head of marketing radio properties to motion pictures, CBS Radio Hollywood, rejoins network as story editor. He shares duties formerly handled alone by story editor **John Meston.**

Richard Rector appointed program service representative for CBS-TV, assisting in liaison work between network programming and production departments and agencies and outside producers.

Gerald Freedman, assistant director on NBC-TV *Robert Montgomery Presents,* to Columbia Pictures, Hollywood, on seven-year contract as director and dialogue coach.

Mike Ross, actor on NBC-TV's *Red Skelton*



THE AUTOMATIC STATION OF TOMORROW

IS THE THING TO SEE AT THE *NARTB* CONVENTION

Los Angeles, April 28th through May 1st

Be sure you don't miss it!

it's the AMPEX display!

CLEVELAND'S
LOWEST
COST
PER
THOUSAND!

WDok

1260 KC
5000 WATTS

FULL TIME
INDEPENDENT

Represented by
McGillvra

At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919
MYCALEX
THE INSULATOR
®

MYCALEX TUBE SOCKET CORPORATION
Under exclusive License of Mycalex Corporation of America,
world's largest manufacturer of glass-bonded mica products
CLIFTON, NEW JERSEY

Show, assigned role in Paramount Pictures feature film, "Those Sisters From Seattle."

Al Morgan, producer of CBS *Washington U. S. A.,* received Certificate of Appreciation from Maj. Gen. Carl R. Gray, administrator of Veteran Affairs.

Jack Webb, star of NBC-AM-TV *Dragnet,* and **Mike Moser,** producer of ABC-TV *Space Patrol,* named campaign chairman and honorary campaign chairman, respectively, of Los Angeles County United Cerebral Palsy 1953 Campaign, starting May 1.

Tex McCrary and **Jinx Falkenburg,** radio-TV personalities, presented with annual award of Men's Club of Temple Israel, N. Y., for their contributions to "Democracy in Religion and Religion in Democracy."

Roy Rogers, cowboy personality starred on NBC-AM-TV series, presented with the Boys Clubs of America Golden Man and Boy Award for "constant devotion to the cause of youth throughout the country."

Paul Archinard, manager of NBC's Paris office, named Chevalier of Legion of Honor by French government.

Keith Lamb, 28, NBC Western Div. sound effects technician, died April 14 of a heart attack.

Jerry Vernon, sales manager of ABC-TV Central Div., Chicago, father of girl.

Bill Goodrich, NBC Chicago TV coordinator, father of girl, Courtney Lynn.

Phil Booth, director, CBS-TV's *Our Miss Brooks,* father of boy, April 7.

Harry Beddingfield, NBC-TV engineer, and **Mary Kaye O'Brien,** NBC Chicago, have announced their engagement.

Manufacturing

C. L. Lannin appointed manager of mid-eastern sales region of Capehart-Farnsworth Corp. and will serve as liaison between firm's radio-TV distributors and Fort Wayne plant.

Joseph E. Kelley appointed manager of Northeast renewal sales district of Tube Dept., RCA Victor Div., RCA, Camden, N. J., succeeding **Ted Martin Jr.,** now manager of Southwest renewal sales district.

Marvin G. Whitney, engineering plant manager, RCA, Morristown, N. J., to Hoffman Radio Corp., L. A., as assistant to **H. Leslie Hoffman,** president, assigned to TV engineering, quality control and product design.

Steve Van Roekel, owner of Midwest Sound Co., Omaha (sound equipment distributors), to Stephens Mfg. Corp., Culver City (high fidelity sound equipment), as general sales manager.

Raymond C. Cosgrove, executive vice president of Avco Mfg. Corp. named management consultant of National Co., Malden, Mass. **William A. Ready, Charles C. Hornbostel, Louis C. Lerner, Daniel V. McNamee Jr.** and **Joseph H. Quick** named to National executive committee.

Benjamin J. Katz, head of Katz Adv. Agency, named director of newly organized promotion and public relations department of Jerrold Electronics Corp., Phila.

Vic Smiley advanced to Pacific Coast sales manager, **Hank Miller** to midwestern sales manager, and **Barney Edwards** to national sales manager, Recoton Corp., N. Y.

J. T. Dalton, Atlantic Coast manager, Zenith Radio Corp., named southwestern territory sales manager.

Martin F. Bennett appointed regional manager of West Coast region of RCA Victor Div., RCA, Camden, N. J.

Caleb A. Shera, credit manager, Hallicrafters Co., Chicago, promoted to distributor sales counselor.

Leonard L. Rosenfeld, chief industrial engineer in Joliet, Ill. plant of F. W. Sickles Div., General Instrument Corp., named production manager of Jerrold Electronics Corp., Phila.

George R. Sommers, Sylvania Electric Products Inc., N. Y., to Food Machinery & Chemical Corp., San Jose, Calif., as director of marketing for firm's machinery div.

Carlyle R. Ashburn appointed Maryland and Washington, D. C. representative for H. H. Buggie & Co., Toledo.

Clendenin J. Ryan, member of board of International Telephone & Telegraph Corp., resigned last week to enter race for governorship of New Jersey as candidate of Independent Voters Party.

Representatives

Joseph G. Fisher Jr., sales manager of WENR-TV Chicago, named account executive at Free & Peters Inc., Chicago.

Janet Murphy, Robert Meeker Assoc., formerly of Storer Bcstg. Co. to Victor & Richards, N. Y. (formerly National Mail Order Network) as timebuyer.

Richard B. Colburn, Chicago office of Free & Peters, appointed Chicago and midwest sales manager of Gill-Perna Inc., radio-TV representative firm.

Frank Frost, KFMA Davenport, Iowa, to John Pearson Co., station representative, as salesman, succeeding **Juanita Hall,** who resigns.

Program Services

Donald M. O'Neill, program director of Muzak Corp., N. Y., elected vice president in charge of recording and programming.

Mike Srednick to Hallmark Productions, Hollywood, as director of *Ern Westmore Glamour Show.*

Services

Gordon Winkler appointed account executive, Daniel J. Edelman & Assoc., Chicago, public relations firm for Schwerin Research Corp., Toni Co. and others.

Jean Pettebone, partner in Pettebone-Wachsman, Hollywood publicity firm, opens own offices at 8706 Sunset Plaza Pl., that city. Telephone is Crestview 5-3660.

Steve Miller, publicist, MGM, Culver City, to Rogers & Cowan, Beverly Hills, public relations firm, in same capacity.

11 TV AWARDS, 14 CITATIONS MADE BY OSI 17th AMERICAN EXHIBITION

Program series of networks, stations and organizations honored by 17th American Exhibition of Educational Radio & Television Programs during 23d Ohio State Institute for Education by Radio-TV.

TELEVISION awards and citations for TV program series were given last Thursday by the 17th American Exhibition of Educational Radio & Television Programs, an adjunct of the 23d Ohio State Institute for Education by Radio-Television, held in Columbus last week (see separate story this issue.)

The radio awards were announced last Monday [B•T, April 13].

Group I. Network Programs

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. *Meet The Press*, to Lawrence E. Spivak and Martha Rountree, on WNBW (TV) Washington or WNBT (TV) New York and NBC-TV.

HONORABLE MENTION. *Industry on Parade*, to Public Relations Div., National Assn. of Manufacturers, on 53 stations.

SPECIAL MENTION. "There's a U in UN" (filmed spot announcement), to American Assn. for United Nations and American Jewish Committee, on numerous stations.

CLASS 2—CULTURAL: DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. *Standard Hour—TV*, to Standard Oil Company of California, on six Pacific region stations.

HONORABLE MENTION. *Kukla, Fran & Ollie*, to Burr Tillstrom and NBC, on WNBQ (TV) Chicago and NBC-TV.

HONORABLE MENTION. *Life Is Worth Living*, with Bishop Fulton J. Sheen, to DuMont Television Network, WABD (TV) New York and DuMont.

HONORABLE MENTION. *The Johns Hopkins Review*, to Johns Hopkins U., WAAM (TV) and DuMont, on WAAM (TV) Baltimore and DuMont.

SPECIAL MENTION. *Medicine and the Mighty Atom*, produced by Bureau of Health Education, American Medical Assn. and NBC, on WNBT (TV) New York and NBC-TV.

CLASS 3—PROGRAMS DIRECTED TO SPECIAL INTEREST GROUPS

FIRST AWARD. *The National Farm & Home Hour*, to NBC, on WNBQ (TV) Chicago and NBC-TV.

FIRST AWARD. *Its a Problem*, to WNBT (TV) on WNBT (TV) New York and NBC-TV.

HONORABLE MENTION. *Frontiers of Faith* (Catholic portions), to National Council of Catholic Men, on WNBT (TV) New York and NBC-TV.

CLASS 4—SYSTEMATIC INSTRUCTION
NO AWARDS

CLASS 5—PROGRAMS FOR CHILDREN AND YOUTH

FIRST AWARD. *Watch Mr. Wizard*, to Herbert S. Laufman & Co. on WNBQ (TV) Chicago and NBC-TV.

CLASS 6—SCHOOL TELECASTS
NO ENTRIES

Group II. Local and Regional Stations or Organizations

CLASS 1—PUBLIC AFFAIRS

FIRST AWARD. *The Whole Town's Talking*, to WOI-TV in cooperation with Fund for Adult Education, on WOI-TV Ames, Iowa.

HONORABLE MENTION. *The Power Shortage*, to KING Broadcasting Co., on KING-TV Seattle.

CLASS 2—CULTURAL: DRAMA, MUSIC, LITERATURE, SCIENCE, ART

FIRST AWARD. *Live and Help Live*, to U. of Maryland Medical School, on WBAL-TV Baltimore.

HONORABLE MENTION. *TV Opera Theatre*, to WAVE-TV and U. of Louisville School of Music, on WAVE-TV Louisville.

CLASS 3—PROGRAMS DIRECTED TO SPECIAL INTEREST GROUPS
NO FIRST AWARD

HONORABLE MENTION. *MSC Presents—Agricultural Economics*, to Michigan State College Television Development Service.

HONORABLE MENTION. *Family Devotions*, to Lakeshore Ave. Baptist Church and KPIX (TV), on KPIX (TV) San Francisco.

CLASS 4—SYSTEMATIC INSTRUCTION

FIRST AWARD. *Western Reserve U. Telecourses*, to Western Reserve U., on Station WEWS (TV) Cleveland.

HONORABLE MENTION. *Appreciation of Nineteenth Century Symphonic Music*, to KING Broadcasting Co., on KING-TV Seattle.

CLASS 5—PROGRAMS FOR CHILDREN AND YOUTH

FIRST AWARD. *Jet Pilot*, to WNBQ (TV), on WNBQ (TV) Chicago.

FIRST AWARD. *Brother Buzz*, to Latham Foundation for Promotion of Humane Education, on KPIX (TV) San Francisco.

HONORABLE MENTION. *Through the Enchanted Gate*, to WNBT (TV) in cooperation with Museum of Modern Art, on WNBT (TV) New York.

CLASS 6—SCHOOL TELECASTS

FIRST AWARD. *Operation Blackboard*, to Philadelphia Public Schools and WPTZ (TV), on WPTZ (TV) Philadelphia.

HONORABLE MENTION. *Seattle Public School Series*, on *KING's Community Workshop*, to KING Broadcasting Co. and Seattle Public Schools, on KING-TV Seattle.

NBC, White Honored

NBC and its president, Frank White, were presented an award of merit by the Laymen's National Committee last week for "their outstanding efforts through the media of radio and television in keeping before the American people the importance of religion in everyday life." The award was presented to Mr. White by George Peck, vice chairman of the committee.

16 L.A. Women Receive Frances Holmes 'Lulus'

AWARDS of 22 "Lulus" (golden statuettes) went to 16 women April 12 at the Frances Holmes Achievement Awards luncheon sponsored by Los Angeles Adv. Women Inc. at that city's Hotel Statler. The awards were presented by Loretta Young, star of NBC-TV's proposed film series, *Letter to Loretta*.

Among winners:

Fran Harris, Harris-Tuchman Productions, first award (TV spot campaign) and first for a half-hour promotional program (commercial film), both for Shipstad & Johnson Ice Follies; Clare O'Donnell, *Los Angeles Mirror*, first (radio spot campaign) for newspaper circulation promotion; Jean Wagner, Cutter Labs., Berkeley, second (commercial film), for Cutter Chemicals institutional-educational programs, and Doria Balli, TV Ads Inc., Los Angeles, second (TV spot campaign).

WTVN
CHANNEL 6, COLUMBUS, OHIO
announces the appointment of
THE KATZ AGENCY
as its national representative
effective April 6th, 1953

for
TOWER and
ANTENNA
erection
that's best
call on . . .

ETS
ELECTRICAL TOWER SERVICE

For your new TV or radio station, entrust the important job of tower and antenna installation to a firm with a *proven* record!

* **Experience** — has erected hundreds of AM, FM, TV, microwave towers coast-to-coast.

* **Equipment**—adequate for every job, properly manned by highly trained and skilled workmen.

**** Get the full facts at the NARTB Convention!***

* See Stan Bernstein, Exec. V. P. and General Manager at the Biltmore Hotel anytime during the show.

ELECTRICAL TOWER SERVICE, INC.
P. O. Box 1205 • Peoria, Ill. • Ph. 3-9846

Chicago Federated Ad Club Solicits Awards Entries

ENTRY blanks have been distributed by the Chicago Federated Advertising Club for its 11th annual awards competition in nine major classifications, including radio and television.

Advertisers, agencies, radio-TV producers and others in the Chicago area have been invited to compete for the awards, based on the best presentations for the year ending March 31, 1953. Deadline on entries is next Thursday. An awards dinner will be held May 21.

Separate awards will be made for radio and television to local and network entries. Radio winners will be chosen in three categories—programs (drama, variety, music, audience participation, juvenile, disc jockeys), special features (sports, public service, news, women's shows) and commercial announcements. In television, entries will be judged for programs and announcements (live and film).

Radio entries should be in the form of letters which describe the program or commercial, giving facts on ratings, sponsor identification and accomplishments, and be accompanied by 33⅓ rpm transcriptions. TV bids will be judged on similar letters and/or film. They should be mailed to CFAC headquarters, 139 N. Clark St., Chicago 2, Ill.

Other entry categories are magazines (general), magazines (industrial and business), farm publications, newspapers, outdoor and transportation, direct mail and point of purchase. Serving on the awards committee are Howard B. Meyers, O. L. Taylor Co., station representative, for radio, and George B. Heinemann, NBC, for television.

153 Radio-TV Safety Entries

NATIONAL SAFETY COUNCIL announced last week that 153 entries from radio and television stations, networks and advertisers have been received for the Council's Public Interest Awards for Exceptional Service to Safety and for the Alfred P. Sloan Awards for Highway Safety. The Public Interest nominations will be judged on April 14 and the Alfred P. Sloan Awards about two weeks later.

Peabody Awards Telecast Set

PRESENTATION of the annual George Foster Peabody awards for outstanding radio and TV programs, to be made April 24 at a luncheon meeting of the Radio and Television Executives Society in New York, will be telecast by NBC-TV (1:30-2 p.m. EST). Robert W. Sarnoff, NBC vice president in charge of the Film Div., is RTES president.

Merryman Receives Award

IN recognition of his outstanding contributions to community relations, Philip Merryman, president-general manager of WICC-AM-TV Bridgeport, last Monday was presented the annual award of the U. of Bridgeport's Political Relations Forum. Jay Hoeffer, WICC sales promotion director, received the award in behalf of Mr. Merryman.

Network Aid in ACS Drive Cited in Society Tabulation

MORE than 100 network radio programs and about half as many network TV shows will have broadcast "Fight Cancer" messages by the end of this month, according to a preliminary tabulation of pledges compiled by Walter King, Radio-TV director of American Cancer Society. Volunteer Radio and TV Steering Committee, headed by William B. Lewis, president, Kenyon & Eckhardt, is still busily lining up programs in support of the ACS annual educational and fund-raising drive, leading to expectations that the final list of cooperative programs will far exceed the earlier total, Mr. King said.

No report has as yet been made on the cooperation of individual radio and TV stations in the campaign, but this promises to surpass last year's record, when "2,689 radio and TV stations made use of the ACS transcriptions, special scripts, spot announcements and other features in 7,543 individual broadcasts and telecasts and 46,812 spot announcements." The quotation is from the annual report of ACS for 1952, issued by M. R. Runyon, former CBS vice president who is now executive vice president of ACS.

* * *

WBKB Sets Benefit

RADIO, TV, stage and motion picture stars will participate in a special three and a half hour benefit TV show, *Chicago Fights Cancer*, to be telecast by WBKB (TV) Chicago April 24. Jim Morgan, who conducts the station's *Courtesy Hour*, will serve as host for the fourth annual benefit, designed to raise $100,000 for the American Cancer Society. WBKB also will serve as outlet for the annual Cerebral Palsy telethon, scheduled for May 22-24. It is slated to run 28 hours.

* * *

Catholic Charities Benefit

A SERIES of radio and television programs highlighting the annual Catholic Charities Appeal will be carried this month on WABC WOR WNBT (TV) and other stations in the New York area to benefit the New York Archdiocese. A 30-minute radio program, starring Bing Crosby, Bob Hope and Jimmy Durante, was broadcast over WNBC and other shows have been scheduled for the April 19-29 period.

* * *

WMFS Easter Egg Hunt

WMFS Chattanooga conducted an Easter egg hunt April 5 for "hundreds of children" with the assistance of local merchants and civic groups. The all-Negro station placed toys with the hidden eggs for a "Christmas" touch. Bob Wafford, announcer, recorded the hunt for rebroadcast the same evening.

* * *

KBTV (TV) Palsy Telethon

DENNIS JAMES, radio-TV personality, was to preside over a 16-hour telethon on behalf of the Cerebral Palsy Society on KBTV (TV) Denver, ABC-TV affiliate, last Thursday, starting at 10 p.m. MST.

* * *

Helps Lost Boy Search

WMTR Morristown, N. J., was credited last week with serving as liaison between Morris Township and Morristown Police in helping to return a lost boy to his parents. The station reported that four minutes after it had broadcast a description of a two-year-old lad found by Morristown officers, Morris Township police telephoned WMTR and asked: "Where's Our Boy?"

'CANADIAN TV COMES HIGH'—DUNTON

CBC chairman tells Parliamentary investigating group that dominion shows cost 20 to 3 times the price of imported U. S. filmed programs.

DEVELOPING Canadian TV programs is a costly business, A. D. Dunton, chairman of the Canadian Broadcasting Corp., told members of the Parliamentary Radio Committee investigating the CBC. He pointed out that American TV films can be imported for $200, but that a Canadian TV show costs 20 to 30 times as much.

Dunton was the main witness during the first week of the investigation. Canadian Assn. of Broadcasters will be heard April 28-29, while other organizations, including the Canadian Weekly Newspaper Assn. and the Canadian Congress of Labor, will be heard earlier.

CANADA

Dunton reported that CBLT Toronto faces the toughest competition because WBEN-TV Buffalo has the pick of the best American network shows every evening when CBLT is on the air. He said that "very often there are more people in the Toronto area looking at the Buffalo program. We find that very discouraging, but we have to face it." [Rating figures in recent months show Buffalo has 78% of the Toronto area audience.]

He pointed out that in drama, CBC-TV programming ranks at the top, but reported that light entertainment is not as good, and added: "Against such tough competition from Buffalo there are bound to be comparisons, but I think that people who are getting their first TV service and were getting our programs would be very much impressed with them."

Discussing CBC's aims and policies, Dunton said that first it was intended to develop a TV program pattern having an overall good effect. The purpose was positive; it was to add rather than subtract from the minds of the younger generation. All programs would not be educational or instructive. A good deal of entertainment would be presented, but the general object, taking in all programs offered in the course of a month or a year, was to give healthy stimulation to the minds of both young and old.

"We shall try to form and improve public tastes, but without ramming culture down anyone's throat," Dunton said. The result of this program policy might be lower commercial ratings for CBC, but that had to be accepted, he said.

CBC also intends to develop Canadian programming as well as to import good American programs. A national TV service is planned by CBC, with independent stations obliged to carry national programs while being left time to develop their own programs.

Mr. Dunton told the committee CBC will spend about $3 million this year on improving AM broadcast services in Canada; this includes $450,000 for a new transmitter for CBN St. John's, Newfoundland, $60,000 plus wire line charges for a series of relay transmitters in northern Ontario north of Lake Superior, and $325,000 for CBO Ottawa to increase power from 1 kw to 5 kw.

M. J. Coldwell, leader of the Co-operative Commonwealth Federation Party (socialist) and a member of the Parliamentary Radio Committee, said he considered that CKLW Windsor, and CFRB Toronto, were "American stations on Canadian soil." Mr. Dunton pointed out that CFRB "carries quite a measure of local broadcasts from Toronto, but its main affiliation is with CBS," and that CKLW used "a high proportion" of American programs.

Congratulations
are in order
for we
have our CP for TV
KGVO-TV-13
Target date July 1954

The Art Mosby Stations

CBS KGVO • KANA

Missoula
5kw
Day & Nite

Anaconda
Butte
250 Watts

MONTANA
THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA
N.Y., Chi., La. & S.F.

Five Canadian Radio Shows Break Into E-H's Top Ten

FIVE of the first 10 Canadian evening network shows during March were of Canadian origination, according to Elliott-Haynes Ltd., Toronto.

CANADA

This is the first time in many years that so many Canadian shows ranked near the top. Leading 10 shows were *Edgar Bergen*, rating 32.5, *Amos 'n' Andy*, 29.8; *Radio Theatre*, 29.1; *Our Miss Brooks*, 28.1; *Great Gildersleeve*, 21.4; and Canadian shows *Your Host*, 20.1; *Ford Theatre*, 18.4; *Share the Wealth*, 18.3; *Wayne & Shuster*, 18.2, and *Treasure Trail*, 17.6

Leading daytime network shows during March were *Ma Perkins*, 17.2; *Pepper Young's Family*, 15.6; *Aunt Lucy*, 14.8; *Road of Life*, 14.3, and *Right to Happiness*, 14.1.

French-language evening shows, all of Canadian origination, were led by *Un Homme et Son Peche*, 47.7; *Radio Carabin*, 31.7; *Metropole*, 29.7; *Chanson de L'Escadrille*, 24.6, and *Cure de Village*, 24.5.

Leading French-language daytime shows in March were *Jeunesse Doree*, 31.7; *Rue Principale*, 30.8; *Vies de Femmes*, 29.6; *Les Joyeux Troubadours*, 29.4, and *Francine Louvain*, 28.6.

CRTA-ACA-CAAA Pact

NEW agreements have made been among the Assn. of Canadian Radio & Television Artists, Assn. of Canadian Advertisers and Canadian Assn. of Advertising Agencies.

CANADA

New rates became effective April 1 for a two year period. The new rate schedule covers announcers, narrators, actors, and singers and covers live programs, commercials, transcriptions, and signatures.

Movie Stocks...
Should I Buy — or Sell?

Judging by our mail, that's one problem a good many investors would like to solve.

Can Cinerama, 3 D's, and foreign markets keep movies alive—

Or is Television bound to take over—chase Tarzan back to the trees?

Actually, of course, there is no absolute answer to the question—the movies have always been a more or less speculative industry.

But there are a number of facts that should be considered before reaching any conclusion—facts that can help you come up with the right answer for *you*.

And you can find those facts in our brand new booklet *"The Motion Picture Industry."*

In just 32 pages, it sets forth the most important pros and cons that should influence the moving-picture industry in general . . . gives you a detailed analysis of 18 leading companies presently involved in making movies—or showing them.

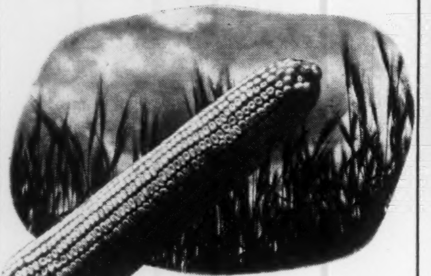
If you'd like a copy of *"The Motion Picture Industry,"* just ask.

There's no charge, of course, simply address—

Department BT-26

MERRILL LYNCH,
PIERCE, FENNER & BEANE
70 Pine Street, New York 5, N. Y.
Offices in 103 Cities

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

BMI "Pin Up" Hit

TELL ME A STORY

published by MONTCLARE

RECORDED BY

FRANKIE LAINE-
JIMMY BOYD . . (Columbia)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

DETAILS of a round-the-world trip to be made by H. M. S. Richards (who is the "Voice of Prophecy" on the MBS program of that name) are learned by network and VOP's agency (Western Advertising) executives. They are (seated, l to r): Edward Keller, president of Western; Ade Hult, MBS vice president in charge of sales; J. Glenn Taylor, vice president, General Teleradio Inc.; Mr. Richards, and Paul Wickman, radio secretary, General Conference of Seventh Day Adventists. MBS executive Sidney Allen is standing.

Regulations for Independents Are Being Prepared—Dunton

CANADA

REGULATIONS for Canadian independent TV stations will not be announced for some time, according to A. D. Dunton, chairman of the Canadian Broadcasting Corp. He told the Parliamentary Radio Committee at Ottawa on April 10 that AM radio regulations are being revised with a view to Canadian content percentages. When regulations are worked out with the Canadian Assn. of Broadcasters, then TV regulations would be prepared on a similar basis with modifications to meet video requirements.

Mr. Dunton also told the committee that daytime serials attracted the greatest number of daytime listeners. It was found that if they were replaced by light music, the audience was cut in half, he said.

Media Call to Colors

CANADA

CANADIAN Dept. of National Defense spent $2,193,000 in all media for recruiting purposes, according to figures released in the Canadian House of Commons. There was no breakdown as to how much was spent for each service or how much in each media. There were 29,141 recruits for the regular forces and 21,335 for the reserves in that period, which brings the advertising cost per recruit to $43, or $70 for the regular service recruits.

Canadian Marconi Profit Up

CANADA

EARNINGS of Canadian Marconi Co., Montreal (operates CFCF Montreal), for 1952 showed a sharp increase over 1951, according to its annual report. Net profit of $643,300 was more than 6 times the 1951 figure. President Stuart M. Finlayson said the market for radio and TV receivers and tubes improved rapidly after the Canadian government early last year abolished credit restrictions and lowered the excise tax from 25 to 15%.

Pretzels But no TV

ALTHOUGH there is no TV reception as yet in the province of Saskatchewan, the provincial socialist government there has passed legislation prohibiting TV receivers in beer parlors. First TV applications from Saskatchewan AM broadcasting stations are to be heard at an early Canadian Broadcasting Corp. board of governors meeting at Ottawa.

CAA Meet May 5-8

CANADA

A NUMBER of leading American advertising agency executives will present papers at the 38th annual meeting of the Canadian Assn. of Advertisers, at the Royal York Hotel, Toronto, May 5-8. Among those who will speak will be Mrs. Jean Wade Rindlaub, BBDO, New York, on "This Changing World"; Ralph Smith of Sullivan, Stauffer, Colwell & Bayles Inc., New York; E. P. Cunningham, Cunningham & Walsh, New York; and F. W. Mansfield, Sylvania Electric Products, New York; O. E. Jones, Swift & Co., Chicago; G. C. Stineback, Bauer & Black, Chicago; Arthur Dimond, H. J. Heinz Co., Pittsburgh; and John D. Campbell, Canadian Westinghouse Co. Ltd., Hamilton, Ont.

Awards for advertising contributions during 1952 will be made at the May 8 annual dinner.

CAN A PYRAMID SELL YOUR PRODUCT?

The TELENEWS FILM LIBRARY has over 5 MILLION FEET of stock-footage on most every subject. Perfect for TV commercials, rear-projection, etc. Lowest library rates for TV — or any other use. For library brochure and price list, call or write Virginia Dillard at —

TELENEWS
630 NINTH AVE., NEW YORK 36, N Y • JU 6-2450

What Happened to . . .

DREW PEARSON?

Some people have said that radio is dead, but a modern miracle in radio broadcasting took place the other day.

Drew Pearson made his last network broadcast on March 29, going off the air with a Nielsen of 5.3 compared with Winchell's 5.6, the two highest ratings on the network.

As he left the air, John Knight, owner of the Knight newspapers in Miami, Detroit, Chicago and Akron, wrote: "PEARSON, OFF THE AIR, STILL REQUIRED READING."

In Topeka, Kansas, Alf Landon, owner of Station WREN wrote: "Pearson's Sunday broadcast is 8.7 . . . the Number One rating for any program on any station in Topeka."

Simultaneously, Alf Landon ordered the new Pearson transcribed program. So did John Knight. So did 149 other stations. Result: Without missing a single Sunday, Pearson went back on the air April 5 with 151 stations carrying his new taped broadcast. Of these, 141 were sponsored.

Since then the list has increased, until by this week Pearson will have almost as many stations* using his program as he did on the network—and 99 percent sponsored.

Audience reaction has been excellent. The Capital Bank of Cleveland reported to WJW it already had received a considerable amount of favorable comment from listeners.

Station WSGN in Birmingham received 400 phone calls when it missed the first Sunday program.

WHRV in Ann Arbor asked listeners whether it should carry Pearson, got 574 favorable replies in 48 hours.

Ivon Newman of WVNJ, Newark, wrote: "I PREDICT you will never go back to network broadcasting. You can earn more money this way and do a better service for the radio industry generally."

This, in brief, is the story of a modern radio Miracle.

If this MUST program has not been
purchased in your city, telegraph:

William Neel, *Business Manager*
Drew Pearson Programs
Washington, D. C.

***Among them: WTOP, Washington; WSB, Atlanta; WXYZ, Detroit; WJW, Cleveland; WFBR, Baltimore; WTCN, Minneapolis; WSAI, Cincinnati; KCMO, Kansas City; KEX, Portland, Ore.; WNOE, New Orleans; WFAA, Dallas; KMO, Tacoma; KLZ, Denver; WSGN, Birmingham; WQAM, Miami; WTSP, St. Petersburg; KULA, Honolulu.**

CBC's Arctic Airlift

CANADA

ACKNOWLEDGING criticism that radio listeners in Canada's far north can hear only Russian programs, including propaganda broadcasts, A. D. Dunton, CBC chairman, said April 10 that Canadian military broadcasting stations in the Arctic and sub-Arctic will be provided with six hours daily of CBC network programs. The taped and recorded programs will be flown to the military stations, he said.

CBS-TV's Mickelson in Europe On Telefilm, Coronation Plans

EUROPE

SIG MICKELSON, CBS-TV director of news and public affairs, left by plane Tuesday for London and the Continent to set up a European organization of the CBS Television Network's new Newsfilm Department [B•T, April 13].

While in London, Mr. Mickelson also will supervise arrangements for the network's television coverage of the Coronation June 2. He will also visit Copenhagen, Hamburg, Frankfurt, Berlin, Vienna, Zurich, Milan, Rome, and Paris to install sound and camera crews to service CBS-TV News with daily news films of events in world capitals and leading news centers.

CBS-TV is building its own world-wide news film operations, Mr. Mickelson pointed out, because television news calls for special handling and techniques that can be best developed by the network. The department is slated to go into full operation on May 1.

Canadian TV Sets Increase

CANADA

TELEVISION receiver sales in Canada continue to increase with February sales totalling 25,021 sets valued at $10,788,012. Of these, 16,176 sets were sold in southern Ontario, 7,700 receivers in Quebec province, 1,182 sets in the Vancouver area, and 73 sets elsewhere in Canada. Total sales for the first two months of 1953 amount to 47,569 sets. Factory set production in this period was 52,569, and projected set production for the next three months is 82,050.

Engineers Switch at CBC

CHANGES in top engineering posts at Canadian Broadcasting Corp. have been announced by General Manager J. A. Ouimet. W. G. Richardson, formerly in charge of CBC's transmission and development department, has been named director of engineering, succeeding Gordon Olive, who retired April 1. J. E. Hays has been named chief engineer and W. A. Nichols, assistant chief engineer. All three engineers have been with CBC practically since its inception in 1936. Mr. Olive has retired to his 165-acre farm at Gananoque, Ont., where he intends to raise pure-bred cattle.

MILESTONES

► SPECIAL simulcast April 12 by WOW and WOW-TV Omaha marked the 30th anniversary of *World Radio Congregation of WOW*. Series started April 8, 1923 and is conducted by Rev. R. R. Brown of the Omaha Gospel Tabernacle. Participating in the simulcast were the 60-voice Gospel Tabernacle Choir and the 53-piece Chicagoland Youth for Christ Concert Band.

► 30th ANNIVERSARY of the religious series by Dr. P. B. Hill on WOAI San Antonio was observed with a special telecast April 19 by WOAI-TV. Dr. Hill was interviewed on highlights of his career.

► JAMES E. JEWELL, head of Jewell Radio & Television Productions, Chicago, is celebrating his 25th year in the industry. He is credited with having written and produced numerous network programs.

'Bigger & Busier'

WQAN Scranton, Pa., last Thursday observed its third anniversary as a commercial station by featuring as "announcer" three-year-old Billy Cullen, son of William T. Cullen Jr., station news director, and grandson of the late William T. Cullen, former general manager of the *Scranton Times*, licensee. Young Billy was christened April 16, 1950, the day WQAN became a commercial station, although it has been on the air more than 30 years, station officials claim. They add: "Like WQAN, Billy is getting bigger and busier every year!"

GATES
QUINCY, ILLINOIS.
YOUR ONE SOURCE
FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 3-0522
MONTREAL, QUE. . . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . TEL. MURRAY HILL 9-0200

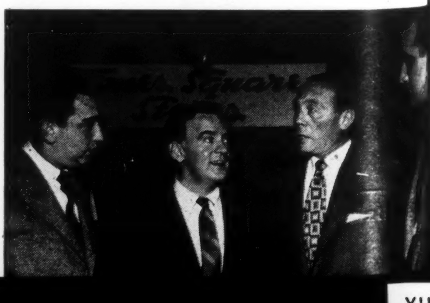
TV NEWSREEL

BASIC ABC-TV affiliation for WLWA (TV) Atlanta (formerly WLTV), Crosley Bcstg. Corp. outlet, is signed by John T. Murphy, Crosley v.p. for TV, observed by (l to r) Bernard Musnik, eastern sls. mgr., Crosley; William Wylie, mgr., and Alfred R. Beckman, dir., both ABC stn. relations dept.

KVOS-TV Bellingham, Wash., with May 1 target date, buys Consolidated Television Sales' "Station Starter Plan." L to r: Joseph Bloom, pres., Forjoe & Co., stn. reps.; Rogan Jones, KVOS-TV pres., and Halsey Barrett, eastern sls. mgr., and Ralph Baruch, eastern sls. rep., both CTS.

SANITARY Mattress Co. has signed for Sunday 9-10 p.m. *Bandstand Revue* on KTLA (TV) Los Angeles. At kickoff party (l to r): Edward L. Koblitz, pres., Edwards Agency; Harry Babbitt and Marion Morgan, show stars; Marris Friedman, Sanitary pres., and Leighton Noble, show's orchestra leader.

DISCUSSING new 11-11:30 p.m. *Inside Times Square* on WOR-TV New York are (l to r): Robert Weisberg, pres., Robert Whitehill Inc., agency for Times Square Stores, sponsor; Ray Heatherton, show star; George Seedman, Times Square pres., and Alan Charles, exec. v.p., Whitehill.



XUM

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barney Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
Minnesota-Iowa Television Co., Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	.... Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53	....
WTOA-TV Cambridge Mass. (56)	3/11/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/15/53	.... Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	.... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	.... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	.... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	.... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM ....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	.... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	.... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	.... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	.... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	.... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
J. E. O'Neill, Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	.... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	.... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	.... Pearson
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC ....
Empire Coil Co., Indianapolis, Ind. (67)	3/26/53	....
Marion Radio Corp., Indianapolis, Ind. (26)	3/26/53	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	.... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	.... Donald Cook
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
Southern Oregon Bcstg. Co., Medford, Oreg. (5)	3/4/53 Unknown	....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/26/53	.... Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	.... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	.... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	.... Bolling
WMRY-TV New Orleans, La. (26)	4/2/53 Fall 1953	.... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	Unknown 2/18/53	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	.... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	.... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS ....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	.... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	.... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	.... Gill & Perna
Utah Bcstg. & Television Corp., Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 June	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	.... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....

It's Happening in NEW HAVEN

ON WNHC

8 spots per day! That's what Signature Loan is using . . . and for over a year! 8

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

Location & Channel	Date Granted & Target for Start	Network Representative
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	.... Hollingberry
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	.... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	.... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM ....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	.... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingberry
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

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REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

ACTIONS OF THE FCC

April 9 through April 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through April 15

	On Air	Licensed	CPs	Appls. Pend. ing	In Hearing
AM	2,426	2,410	152	249	94
FM	607	569	53	9	1

Televisiòn Station Grants and Aplications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	112[1]	213	325[1]
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	137	28	165

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	755	337	609	496	1,092[2]
Educational	24		7	4	24
Total	779	337	616	500	1,116[3]

[1] One CP is being returned.
[2] One applicant did not specify channel.
[3] Includes 339 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Decisions

Fresno, Calif.—J. E. O'Neill, granted uhf Ch. 47 (668-674 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 1,930 ft., above ground 193 ft. Estimated construction cost $460,000, first year operating cost $350,000, revenue $295,000. Post office address P. O. Box 1832, Fresno, Calif. Studio location on south side of Shaw Ave., near Cedar Ave. Transmitter location at Meadow Lake, 4½ mi. west of Pine Ridge. Geographic coordinates 37° 04′ 44″ N. Lat., 119° 25′ 47″ W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. Consulting engineer Charles Theodore, Los Angeles, Calif. Sole owner of applicant is **J. E. O'Neill**, farm and ranch owner and operator, interested in Fresno market and California cotton gins, and president of American Automobile Assn. (KYNO competing bid dismissed April 1; has option on 35% of new station.) City priority status: Gr. A-2, No. 35. (BPCT-1194). Granted April 8.

Cedar Rapids, Iowa—American Broadcasting Stations Inc. (WMT). Granted vhf Ch. 2 (54-60 mc); ERP 54 kw visual, 27 kw aural; antenna height above average terrain 670 ft., above ground 702 ft. Estimated construction cost $509,765, first year operating cost $300,000, revenue $250,000. Post office address: Paramount Theatre Bldg., Cedar Rapids. Studio and transmitter location: 501 Old Mason Road. Geographic coordinates 42° 01′ 43″ N. Lat., 91° 38′ 27″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard & Garrison, Washington. Principals include President **Helen S. Mark** (59.6%), Vice President **William B. Dolph,** Treasurer **W. L. Shaffer,** Secretary **H. J. Jett** (0.2%), Assistant Secretary **Madeline E. Cronan** and Assistant Treasurer **G. B. McGowan.** (Davenport Bcstg. Co. (KSTT) dismissed competing bid April 1.) City priority status: A-2, No. 49. (BPCT-1196). Granted April 8.

Great Falls, Mont.—Montana Farmer Inc. (KMON), granted vhf Ch. 3 (60-66 mc); ERP 1.7 kw visual, 0.85 kw aural; antenna height above average terrain 230 ft., above ground 399 ft. Estimated construction cost $178,437, first year operating cost $177,000, revenue $165,000. Post office address: 414 Second Ave., Great Falls. Studio and transmitter location: Tribune Bldg. Geographic coordinates 47° 30′ 24″ N. Lat., 111° 17′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Alexander Warden** (0.16%), Treasurer **Eleanor C. Warden** and Secretary **Lester Cole** (19.66%). *The Great Falls Tribune* owns 80% of stock. City priority status: A-2, No. 108. (BPCT-1196). Granted April 8.

Call Letters Assigned

KIVA (TV) Yuma, Ariz.—Valley TV Co., vhf Ch. 11.

KCOK-TV Tulare, Calif.—Sheldon Anderson (KCOK), uhf Ch. 27.

KFXJ-TV Grand Junction, Col. — Western Slope Bcstg. Co. (KFXJ), vhf Ch. 5.

WJDM (TV) Panama City, Fla.—J. D. Manly, vhf Ch. 7.

WNES (TV) Indianapolis, Ind.—Empire Coil Co., uhf Ch. 67.

WJRE (TV) Indianapolis, Ind.—Marion Radio Corp. (WBAT Marion), uhf Ch. 26.

KMMT (TV) Austin, Minn.—Minnesota-Iowa TV Co., vhf Ch. 6.

KBES-TV Medford, Ore.—Southern Oregon Bcstg. Co., vhf Ch. 5.

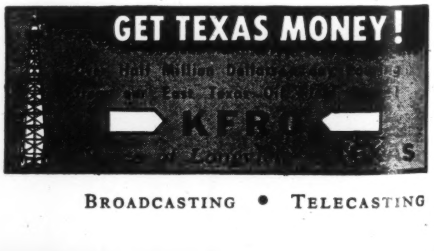
WMRF-TV Lewistown, Pa.—Lewistown Bcstg. Co. (WMRF), uhf Ch. 38.

KUTV (TV) Salt Lake City, Utah—Utah Bcstg. & TV Corp., vhf Ch. 2.

Applications

Waterloo, Iowa—L. E. Kelly, uhf Ch. 16 (482-488 mc); ERP 18.24 kw visual, 9.12 kw aural; antenna height above average terrain 563 ft., above ground 541 ft. Estimated construction cost $181,405, first year operating cost $40,000, revenue $60,000. Post office address 621 E. 4th St., Waterloo. Studio and transmitter location 2.2 mi. S. of Waterloo. Geographic coordinates 42° 27′ 45″ N. Lat., 92° 15′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel and consulting engineer unspecified. Mr. Kelly is a Waterloo retailer-wholesaler of electrical goods. City priority status: Gr. A-2, No. 61. Filed April 14.

Paducah, Ky.—Paducah TV Co.—Uhf Ch. 43 (644-650 mc); ERP 174 kw visual, 88 kw aural; antenna height above average terrain 482 ft., above ground 490 ft. Estimated construction cost


GET TEXAS MONEY!
[illegible] Half Million Dollars [illegible]
and East Texas Oil [illegible]
KFRO
[illegible] Longview [illegible] S

$245,49 first year operating cost $150,000, revenue $150,00. Post office address c/o George Becker, 270 Park Ave., New York. Studio location "to be determined," Paducah. Transmitter location 0.5 mi. E. of U. S. Hwy 68, Reidland, Ky. Geographic coordinates 37° 00′ 45″ N. Lat., 88° 31′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President **Irving Geist,** New York clothing manufacturer, and **Francis Chorin,** New York investor, jointly owning 68% of new corporation; Secretary-Treasurer **George Becker,** New York lawyer and officer of several magazines; and two minority stockholders. Application states intent to add minority local stockholders. City priority status: Gr. A-2, No. 146. Filed April 9.

Steubenville, Ohio—John R. Osborne, vhf Ch. 9 (186-192 mc); ERP 200 kw visual, 106 kw aural; antenna height above average terrain 957 ft., above ground 874 ft. Estimated construction cost $439,99, first year operating cost $288,000, revenue $375,000. Post office address 208 S. 4th St., Steubenville. Studio location 208 S. 4th St. Transmitter location 2 mi. S. of Steubenville. Geographic coordinates 40° 19′ 57″ N. Lat., 80° 36′ 44″ W. Long. Transmitter and antenna GE. Legal counsel Bernard Koteen, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. **Mr. Osborne** has extensive theatre holdings. City priority status: Gr. A-2, No. 31. Filed April 14.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station, noncommercial, reserved uhf Ch. 13 (210-216 mc); ERP 60.3 kw visual, 30.2 kw aural; antenna height above average terrain 616 ft., above ground 574 ft. Estimated construction cost $292,000, first year operating cost $200,000. Post office address 200 Ross St., Pittsburgh. Studio location Alliquippa St., Pittsburgh. Transmitter location 2850 Berthoud St., Pittsburgh. Geographic coordinates 40° 26′ 46″ N. Lat., 79° 57′ 51″ W. Long. Transmitter RCA, antenna Andrew. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer George E. Hagerty, Washington. Principals include President **Leland Hazard,** vice president of Pittsburgh Plate Glass Co.; Vice Presidents **Leon Falk Jr.,** Pittsburgh oil refiner, and **John T. Ryan Jr.,** Pittsburgh safety equipment manufacturer; Secretary **Dr. E. A. Dimmick,** Superintendent of Pittsburgh Public Schools, and Treasurer **George D. Lockhart,** Pittsburgh attorney. Filed April 9.

Weslaco, Texas—KRGV-TV Inc. (KRGV), vhf Ch. 5 (76-82 mc); ERP 28.8 kw visual, 14.4 kw aural; antenna height above average terrain 752 ft., above ground 791 ft. Estimated construction cost $270,937, first year operating cost $283,218, revenue $300,000. Post office address P. O. Box 2114, Wichita, Kan. Studio location 201 Border St., Weslaco. Transmitter location Kansas City Dr., La Feria. Geographic coordinates 26° 09′ 54″ N. Lat., 97° 48′ 45″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (100%), majority stockholder, KANS, KRGV; sole owner, O. L. Taylor Co., radio representative. Replaces previous application (BPCT-1070) dismissed at request of attorney Jan. 19, 1952. City priority status: Gr. A-2, No. 36. Filed April 10.

Casper, Wyo.—Donald L. Hathaway (KSPR), vhf Ch. 2 (54-60 mc); ERP 1.386 kw visual, .692 kw aural; antenna height above average terrain -6.38 ft., above ground 372 ft. Estimated construction cost $165,133, first year operating cost $85,000, revenue $85,000. Post office address Box 30, Casper. Studio and transmitter location 1st & Lennox Sts., Casper. Geographic coordinates 42° 51′ 02″ N. Lat., 106° 17′ 53″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Hathaway has been owner and resident manager of KSPR since 1930. City priority status: Gr. A-2, No. 215. Filed April 9.

Applications Amended

Little Rock, Ark.—Ark. Radio & Equipment Co. Asks amendment of bid for vhf Ch. 4 to change antenna height from 785 ft. above average terrain and 600 ft. above ground to 1,901 ft. and 1,333 ft., respectively; relocate transmitter from 6815 Cantrell Rd., Little Rock, to 13 mi. N. W. of Little Rock; add two minority stockholders and change other equipment. Filed March 27.

San Francisco, Calif—S. H. Patterson. Seeks amendment to change ERP from 89 kw visual and 53.4 kw aural to 84 kw visual and 47.5 kw aural; change geographic coordinates to 37° 44′ 50″ N. Lat., 122° 26′ 24.5″ W. Long. Filed April 15.

Miami, Okla.—Miami TV Co. Seeks correction of geographic coordinates from 28° 52′ 36″ to 36° 52′ 36″ N. Lat. Requests uhf Ch. 58. Filed April 15.

Madison, Wis.—Badger TV Co. Requests amendment of bid for vhf Ch. 3 to change officers: Chairman of Board William E. Walker to president; Treasurer George Stephenson to vice president and secretary; Secretary Frank Jones, now treasurer. Filed April 15.

Applications Dismissed

Miami, Fla.—Storer Bcstg. Co. Dismissed application for vhf Ch. 10. Applicant has filed to buy WBRC-AM-TV Birmingham—its fifth TV station. Dismissed April 15.

Minneapolis, Minn.—Meredith Engineering Co. At request of attorney dismissed application for vhf Ch. 11. Leaves share-time application of WTCN-WMIN uncontested. Action taken April 9.

St. Louis, Mo.—Meredith Engineering Co. At request of attorney, dismissed application for vhf Ch. 4. Dismissed April 15.

Albany, N. Y.—Governor Dongan Bcstg. Co. (WOKO). At request of attorney dismissed application for uhf Ch. 41. Applicant has option on 49-50% interest in now uncontested bid of Hudson Valley Bcstg. Co. (WROW-AM-FM). Announced April 10.

Wheeling, W. Va.—Storer Bcstg. Co. Dismissed application for vhf Ch. 9. Applicant has filed to buy WBRC-AM-TV Birmingham—its fifth TV station. Dismissed April 15.

Existing TV Stations . . .

Decisions

WCOV-TV Montgomery, Ala.—Capitol Bcstg. Co. Granted STA for commercial operation on Ch. 20, effective April 8-Sept. 22. Granted April 6.

KAFY-TV Bakersfield, Calif. — Bakersfield Bcstg. Co. Granted ERP drop from 20.5 kw visual and 11 kw aural to 19 kw visual and 10.5 kw aural on uhf Ch. 29. Granted April 10.

KECA-TV Los Angeles—American Bcstg.-Paramount Theatres. Granted ERP boost on Ch. 7 from 29.4 kw visual and 14.7 kw aural to 125 kw visual and 63 kw aural and change of antenna and transmitter. Granted April 10.

KVEC-TV San Luis Obispo, Calif.—Valley Electric Co. Vhf Ch. 6 grantee issued special temporary authority to commence commercial operation effective April 8-Oct. 8. Granted April 8.

WPAG-TV Ann Arbor, Mich. — Washtenaw Bcstg. Co. Granted STA for commercial operation on Ch. 20, effective April 3-April 13. Granted April 3.

WIBM-TV Jackson, Mich.—WIBM Inc. Granted ERP drop on Ch. 48 from 215 kw visual and 110 kw aural to 19 kw visual and 9.6 kw aural and make equipment changes. Granted April 8.

WWNY-TV Watertown, N. Y.—Brockway Co. Granted boost in ERP from 185 kw visual and 100 kw aural to 235 kw visual and 120 kw aural. Assigned uhf Ch. 48. Granted April 7.

WLOK-TV Lima, Ohio—WLOK Inc. Granted ERP change on Ch. 73 from 20 kw visual and 11 kw aural to 16 kw visual and 8.3 kw aural. Granted April 7.

KELO-TV Sioux Falls, S. D.—Midcontinent Bcstg. Co. Granted change in ERP from 57 kw visual and 29 kw aural to 55 kw visual and 33 kw aural. Assigned vhf Ch. 11. Granted April 7.

KTXL-TV San Angelo, Tex.—Westex TV Co. Granted ERP change from 11 kw visual and 5.5 kw aural to 27.5 kw visual and 15.5 kw aural and permission to install new transmitters; assigned vhf Ch. 8. Granted April 10.

WTAR-TV Norfolk, Va.—WTAR Radio Corp. Granted change of transmitter location from rear of Old Suffolk Rd., 0.2 mi. E. or intersection of Knotts Neck Rd., 2 mi. E. of Drivers, Va.

WGRD
"The People's Station"
GRAND RAPIDS, MICHIGAN
Call GILL-PERNA, INC.

We Have Realized a
Nice Increase
In Our Sales

In a recent letter, Loft Candy Shops reports, "We have realized a nice increase in our sales in the past six weeks. We feel this is entirely due to the splendid way in which you have handled our promotions and general publicity."

National Spot Advertisers Take Note!

Syracuse merchants know what keeps their cash registers ringing. That's why they continue to advertise on WSYR in record volume. WSYR gives them up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or
Ask Headley-Reed

WSYRACUSE
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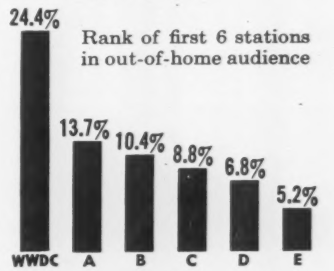
Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A. M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



In Washington, D. C.—it's
WWDC
Represented Nationally by John Blair & Co.

WMTV (TV) Milwaukee, Wis.—Bartell TV Corp. Granted ERP change from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 9.1 kw aural and change of studio and transmitter locations to "to be determined." Assigned uhf Ch. 19. Granted April 10.

Applications

WHBQ-TV Memphis, Tenn.—Harding College. Requests mod. of CP for vhf Ch. 13 to increase ERP from 240 kw visual and 120 kw aural to 316 kw visual and 158 kw aural; relocate transmitter from 2641 Summer Ave., Memphis, to Raleigh Lagrange Rd., 1 mi. E. of U. S. Rt. 70, 2.3 mi. S.E. of Bartlett, thereby changing geo. coordinates from 35° 08′ 58″ N. Lat., 89° 58′ 11″ W. Long. to 35° 10′ 32″ N. Lat., 89° 50′ 43″ W. Long.; increase antenna height above average terrain from 501 ft. to 1013 ft., above ground from 533 ft. to 1073 ft.; boost estimated construction cost from $445,092 to $600,000. (BMPCT-1065). Filed April 7.

KVOS-TV Bellingham, Wash.—KVOS Inc. Requests mod. CP for vhf Ch. 12 (BPCT-1242) to increase ERP from 16 kw visual and 8 kw aural to 33.4 kw visual and 16.9 kw aural; change antenna system and height above average terrain from 550.3 ft. to 570.5 ft. Filed April 8.

New AM Stations . . .

Call Letters Assigned

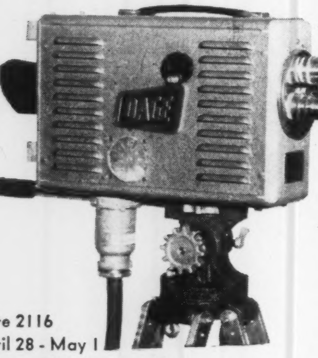
WHEP Foley, Ala.—Alabama-Gulf Radio, 1310 kc, 1 kw daytime.

KLIR Denver, Col.—Denver Bcstg. Co., 990 kc, 1 kw daytime.

WIZZ Streator, Ill.—Streator Bcstg. Co., 1250 kc, 500 w daytime, directional.

WTTR Westminster, Md.—Carroll County Bcstg. Corp., 1470 kc, 1 kw daytime.

WABL Columbia, Miss.—Southwestern Bcstg. Co. of Mississippi, 980 kc, 500 w daytime.



THE DAGE TELEVISION CAMERA

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April 28 - May 1
Biltmore Hotel,
Los Angeles

You are cordially invited to the premier showing of the DAGE "briefcase" television camera; designed for studio and field use.

DAGE ELECTRONICS CORPORATION
69 North Second Street, Beech Grove, Indiana

Applications

Madison, Ind. — Knight-Cutler System, 1440 kc, 500 w daytime. Estimated construction cost $17,068, first year operating cost $42,000, revenue $65,000. Applicant is operator of WORX (FM) there. Ownership: Francis Knight (Breckenridge) holds 67%, Charles N. Cutler holds 33%. Filed April 14.

DeKalb, Miss.—Harry K. Reynolds tr/as Voice of the Confederacy, 550 kc, 1 kw daytime. Estimated construction cost $11,000, first year operating cost $22,000, first year revenue $35,000. Mr. Reynolds works for coal and iron company. Filed April 8.

Forrest, Miss.—Roth E. Hook and William E. Farrar d/b as Scott County Bcstg. Co., 550 kc 1 kw daytime. Estimated construction cost $21,165; first year operating cost $37,500, first year revenue $42,000. Partners are in theatre business. Filed April 13.

McKenzie, Tenn.—Tri-County Bcstg. Co., 1440 kc, 500 w daytime. Estimated construction cost $14,848, first year operating cost $36,000, first year revenue $4,800. Principals: President **Michael R. Freeland** (50%), part owner of Lebanon Bcstg. Co. (WCOR); **Theodore F. Ezell Jr.** (49.33%), part owner, Lebanon Bcstg. Co., and **Flora Ellen Freeland** (0.67%). Filed April 8.

Application Amended

Southbridge, Mass.—James W. Miller and Hope N. Miller. Requests amendment of application for 1 kw, daytime station on 970 kc to reduce power to 0.5 kw. (BP-8449). Filed April 9.

Existing AM Stations . . .

Decisions

WJRD Tuscaloosa, Ala.—Wilhemina Q. Doss. Granted mod. of license to change name to Wilhemina Q. (Doss) Echols. Granted April 7.

KJAN Atlantic, Iowa—George Basil Anderson. Granted request to sign off at 6 p.m., CST April 1-Sept. 1. Granted April 10.

Call Letters Assigned

WSPO Springfield, Ohio — Champion City Bcstg. Co., 1600 kc, 500 w daytime. Call changed from WJEL.

Station Deleted

WPLI Jackson, Tenn. — WPLI Bcstg. Co. Granted cancellation of license and deletion of call letters for AM station on 1490 kc, 250 w. Deleted April 7.

Applications

WTKM Hartford, Wis. — Kettle-Morain Bcstg. Co. Requests CP to change transmitter and studio locations from Hartford to Ft. Atkinson, Wis., and decrease power from 500 to 250 w daytime on 1540 kc. (Filed simultaneously for assignment of license to Fort Bcstg. Co.). Filed March 31.

WHED Washington, N. C.—Beaufort Bcstg. Co. Requests mod. of CP for 1340 kc, 250 w unlimited, to move studio and transmitter from Washington to Havelock, N. C. Contingent upon grant of this request, application for assignment of license to Havelock Bcstg. Co. will be filed. Consideration to be $25,000. Filed April 9.

Applications Dismissed

KWPM West Plains, Mo.—Robert F. Neathery. Dismissed request to change frequency from 1450 kc to 1330 kc, boost power from 250 w to 500 w night and 1 kw day. Announced April 9.

New FM Stations . . .

Call Letters Assigned

KVOK (FM) Honolulu, Hawaii—The Kamehameha Schools, new noncommercial educational FM station, Ch. 201, power 10 w.

Applications

San Bernardino, Calif.—San Bernardino Valley Jr. College Dist. Granted new noncommercial educational FM station, Ch. 220 ERP, 770 w; antenna minus 240 ft. Granted April 6.

Gary, Ind.—School City of Gary. Seeks noncommercial, educational station on Ch. 201 (88.1 mc), 10 w. Filed April 15.

Independence, Kan. — Central Bcstg. Co. (KIND), Ch. 226 (93.1 mc), ERP 326 kw. Estimated construction cost $2,000, first year operating cost $3,500, first year revenue $4,000. Filed April 6.

Ithaca, N. Y.—Northeast Radio Corp. Requests new FM station on Class B Ch. 279 (103.7 mc) 5.58 kw. Northeast is subsidiary of Cooperative Grange League Federation, to which Rural Radio Network has filed to assign its five FM stations plus facilities of its former Ithaca station, which this application seeks to reactivate. Filed April 1.

State College, Pa. — Penn. State College. Granted new noncommercial educational FM station, Ch. 220, ERP 860 w, antenna minus 10 ft. Granted April 6.

Existing FM Stations . . .

Decisions

WXHR (FM) Cambridge, Mass. — Middlesex Bcstg. Co. Granted boost in ERP from 5 kw to 6.9 kw; reduce antenna height from 450 ft. to 440 ft. Assigned Ch. 245 (96.9 mc). Granted April 6.

WSPD-FM Toledo, Ohio — Storer Bcstg. Co. Granted change in ERP from 20 kw to 28 kw and antenna height from 470 ft. to 420 ft. Assigned Ch. 264 (101.5 mc). Granted April 6.

WNOW-FM York, Pa.—Helm Coal Co. Granted cancellation of CP to change facilities of existing FM station. Action April 6.

Call Letters Assigned

KUTF (FM) Salt Lake City, Utah—Utah Bcstg. & TV Co., existing FM station on Ch. 246. Change of call from KUTV, now assigned to new uhf Ch. 2 TV station there. Principals in KUTF (FM and KUTA there are part owners of new T grantee corporation.

Stations Deleted

WFJS (FM) Freeport, Ill.—Stephenson Corp. Granted cancellation of license for FM station on Ch. 273 (102.5 mc). ERP 9 kw, and deletion of call letters. Deleted April 6.

WXNJ (FM) Plainfield, N. J.—WXNJ Inc. Granted cancellation of license for Class A FM station on Ch. 280 (103.9 mc), ERP 1 kw, and deletion of call letters. Deleted April 6.

WIST-FM Charlotte, N. C.—Bcstg. Co. of the South. Granted cancellation of license for Class B FM station on Ch. 284 (104.7 mc), ERP 5 kw and deletion of call letters. Deleted April 6.

KXOK-FM St. Louis, Mo.—KXOK Inc. Granted cancellation of license for Transit Radio FM station on Ch. 229 (93.7 mc), ERP 7 kw, and deletion of call letters. Deleted April 6.

KTUL-FM Tulsa, Okla. — Tulsa Bcstg. Co. Granted cancellation of license (BRH-567) for Class B Ch. 246 (91.1 mc), ERP 1.25 kw, and deletion of call letters. Deleted April 10.

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Our Fifth Anniversary...

a time to say "Thank You" 403 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our **403** wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride in being "The South's First Television Station." Today we're still Richmond's only TV station. And soon we shall be serving you **even more powerfully!** We now have under construction a 1,049 foot antenna in the heart of Richmond. Upon completion WTVR will be operating with Maximum Height and Maximum Power—100,000 watts. As always, you can expect **maximum results.** We hope **you** will be with us on our next anniversary!

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